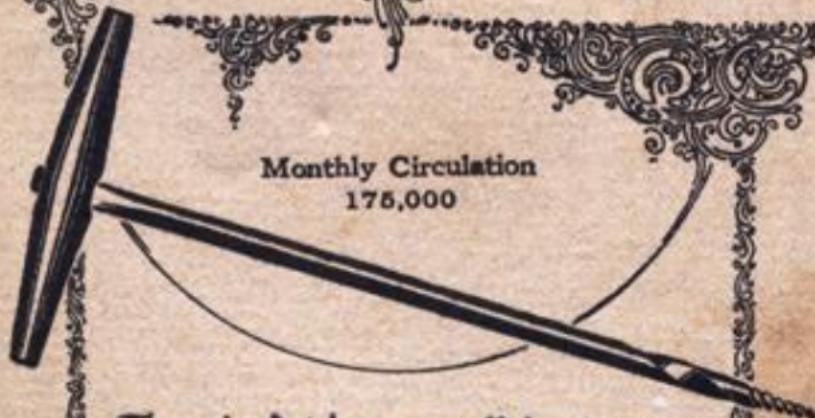


# The Gimlet

Monthly Circulation  
175,000



The gimlet is a small instrument  
~~with a point~~

January, 1913

• Damages 25 Cents per annum. •

Compliments of

Gilbert Brothers  
Ravenna, Ohio



J. Pierpont Morgan said that he had no feeling of his own financial importance and power.

No, I guess not. But how about the feelings of the fellow who needs his aid to carry through a deal?

I guess Mr. Morgan looks bigger than he realizes to those visitors who think of the millions he controls.

The question is not how big Mr. Morgan looks to himself, but how big he looks to the fellows who are compelled to do business with him.

Original—that out by

*Mike Kinney*

Teamster and Editor.



This Good Morning Clock will run and keep good time month after month. The alarm will ring right on the minute. It is strong and substantially built. It is attractively designed, is good looking and has large, legible figures on the dial. This clock has become extremely popular not only in America, but in other countries as well. If you have one dollar to invest in an Alarm Clock, you cannot spend it for a better one than the "Good Morning"—because they are not made.

Always look for the name "Good Morning." It is right on the dial.

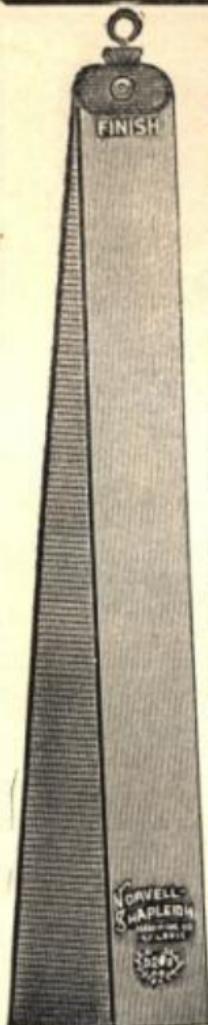
If you want to spend more than a dollar for a clock, we can furnish that kind, too. That means don't buy until you see us.

#### SINCE ALARM CLOCKS

have been so widely advertised there has been a great increase in business, not only on the kinds of clocks advertised, but on other alarm clocks as well. In other words, advertising has stimulated the entire alarm clock business. Did you ever happen to think that we spend our surplus money—that is, the money we do not actually need for rent, food and clothes—largely from whim? We happen to see a thing advertised or in a show window, or something that a friend has, and we decide we must have it too. Therefore, as alarm clocks have been so artistically advertised, everybody must have an up-to-date alarm clock. The sale of alarm clocks is something enormous. Just think of buying alarm clocks in carload lots—a carload lot of "Good Mornings," for instance.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



## DIAMOND EDGE RAZOR STROPS

We have made an especial study of Razor Strops because we know more good Razors are ruined on inferior Strops than from any other one cause. We never permit the trade mark "Diamond Edge" to be put on a Razor Strop unless it has passed our inspection and is absolutely free from hard spots and imperfections. Diamond Edge Strops are made of the finest quality selected smooth surface leather. Every Strop has a natural leather surface, consequently they possess the necessary draw and pull that is required to sharpen a razor quickly. Paint or paste is never used to give them a better appearance.

No. D280—Illustrated herewith is a Double Swing Strop. The sharpening side is made of genuine black weave grain horsehide. The finishing side is also genuine horsehide. Has a large gun metal swivel-clasp. The ends are perfectly plain. This style Strop is in big demand by the barber fraternity. In fact it is one of our most popular Strops.....

**\$1.25**

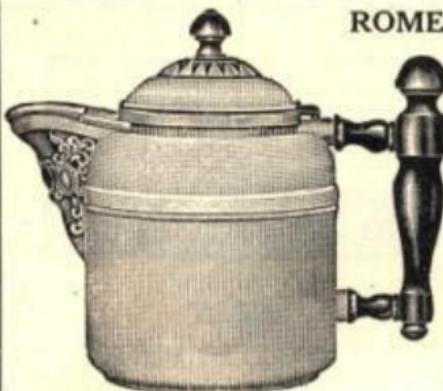
We can furnish strops from 15 cents to \$3.00—depending entirely upon what you want to pay—but for a first class strop at a reasonable price we recommend the one illustrated above.

**MANY A MAN**  
buys a fine razor and then with a view to economy purchases an inferior strop. This is a most serious mistake. It would actually be wiser to buy a cheap razor and a good strop. Often with good stropping, fairly satisfactory results can be obtained from a cheap razor, but it stands to reason that the best razor in the world will not give satisfaction when poorly stropped. Then the difference in cost between a really good strop and a poor one is very slight.

Mr. Retail Merchant, you can't sell strops without displaying them. Have you ever heard of our show case made especially for strops? If not, write us or see our salesman.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



No. 2653—3 Pints  
\$1.50

### ROME NICKEL-PLATED COFFEE POTS

Rome Pots are noted all over the United States for their heavy weight copper, their fine nickel-plating, the perfectness of their finish and their classy look.

No other line of nickel-plated Coffee or Tea Pots approach them in quality or durability.



No. 1254—4 Pints  
\$1.25

Always be sure you get the "Rome" and then you know you are getting the best. You will find the Rome trade mark stamped on the bottom of each pot.

We can buy cheaper goods and possibly make more money by offering them—but we believe in offering our trade the very best.

Rome Tea Kettles, Coffee Pots, Tea Pots and Percolators should be in every home.

#### WHAT'S THE MATTER

with occasionally giving me some tinware to write about? In every issue of this "encyclopedia of hardware information" I am passed an ad on Rome nickel plated goods, upon which I am expected to elucidate. I have written all about the history of Rome and Greece, and about copper and nickel, and I must admit that I am just about at the end of my string. I feel like the Irishman who worked as a section hand on the railroad. I leaned out of the car window and asked him if the work was hard. "No," he answered, as he rested himself on the handle of his shovel; "I don't mind the work, but its the d— regularity of it." Well, Rome goods are all right and we have got them for sale, and I suppose that breakfasts, dinners and suppers will continue to be popular.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



**EIGHT SHOTS  
IN  $1\frac{3}{5}$  SECONDS**

**COLT  
AUTOMATIC PISTOL  
|IN ACTION**

Shoots as fast as you can pull the trigger. Is the most accurate and deadly weapon known.

The Colt Automatic has made a back number out of all other styles of Pistols, because of its compactness, lightness, speed of firing, accuracy and killing power. When you sight and pull the trigger of a Colt Automatic you know for a certainty that the bullet goes just where you point the Pistol and that it reaches the object with incredible swiftness and irresistible power. Then, you can shoot every cartridge it contains quicker than you can blink. When it comes time to use a Pistol you require speed, you require accuracy and you require killing power. In no other Pistol will you find all these essentials combined as perfectly as in a Colt Automatic—made in 25, 32, 38, 380 and 45 calibers.

No. 2252AA—25 caliber, 6 shots, 2-inch barrel. \$15.00  
Length over all,  $4\frac{1}{2}$  inches.....

**THE OTHER DAY**

in a newspaper I read about a charming young lady who made an afternoon call on a married gentleman and shot him in the head three times. The gentleman in this interesting case was carried to the hospital, but before leaving he remarked to the young lady that when she started out to kill a man it would have been much better if she had carried an Automatic. Said he, "You were behind the times. You were not up-to-date. Now, if you had had an Automatic you would have made a clean job of it, but as it is, you used one of the old-fashioned kind, and so I am still in the land of the living." Wasn't that a cheerful line of conversation for a man to give to a young lady as the surgeons hurried him into the hospital ambulance? M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## THE COCHRAN PIPE WRENCH



The  
Cochran  
Wrench  
is finely  
assembled of  
five strong,  
simple pieces.  
They are so designed  
that the nut keeps them  
assembled. It has no  
frame because it has no  
small parts that the frame  
must keep together. The nut  
is longer than on other wrenches.  
This reduces the strain on the  
threads and increases the life of the  
wrench. It cannot bind. Releases  
instantly when the pressure is removed.  
Made in all sizes, from 6 to 36 inches.

This is a high class, reliable tool;  
mechanically perfect in design and  
construction. It is recognized by  
practical men as the most  
economical and efficient pipe  
wrench on the market. It  
gives longer life, has fewer  
failures and costs less  
to keep in repair. Has  
no pins to break nor  
frames to spread; a  
patent rocker replaces  
shearing strain with  
one of compression.

The frame and  
handle is one  
solid piece.

10 inch,

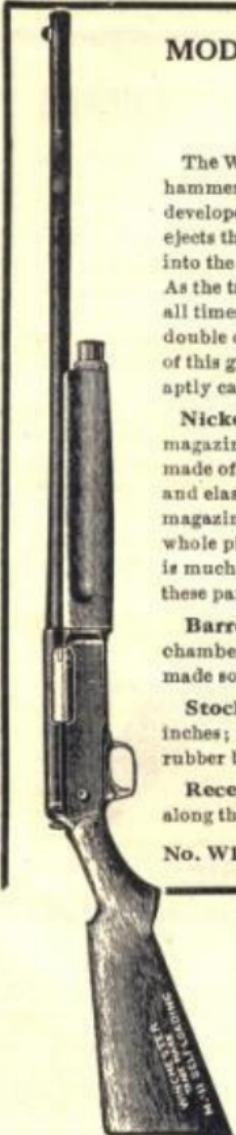
Each, 90c.

### AS WE REMARKED

In the last issue of **The Gimlet**, the Cochran pipe wrench is a "pippin." It is manufactured of an especially prepared steel that is as hard as a diamond. The teeth of this wrench will not mash. They will bite into any metal, no matter how hard. I know what I am talking about because I have seen this wrench tested. Now, don't order a carload of them, but just call for a sample lot, and if the goods are not entirely satisfactory you may ship them back and tell the house to charge all the extra expense to their teamster and editor.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



## MODEL 1911 WINCHESTER SELF-LOADING SHOT GUN

### Take Down, Five Shots

The Winchester Self-loading Shot Gun is a recoil operated, hammerless, take down, five-shot repeater. The recoil developed by the discharge of the gun cocks the hammer, ejects the fired shell, feeds a loaded shell from the magazine into the chamber and leaves the gun ready to be shot again. As the trigger must be pulled for each shot fired, the gun is at all times as completely under the control of the user as any double or single barreled gun. The loading and shooting of this gun being governed by the trigger finger, it has been aptly called the "Trigger Controlled Repeater."

**Nickel Steel Construction**—The barrel, receiver, magazine and all working parts of this gun throughout are made of nickel steel, which has a far greater tensile strength and elastic limit than the steel used by other makers. The magazine lug and front sight are integral with the barrel, the whole piece being machined from one solid forging. This is much stronger and more lasting construction than when these parts are made separately and brazed to the barrel.

**Barrel**—Nickel steel, blued finish, 26 inches long; chambered for 23 $\frac{1}{4}$ -inch 12-gauge shells; rifle style sight, made solid with barrel and tipped with a bright point of tin.

**Stock**—Plain walnut; plain pistol grip; length 13 $\frac{7}{8}$  inches; drop at comb 1 $\frac{1}{8}$  inches; drop at heel 2 $\frac{1}{8}$  inches; rubber butt plate.

**Receiver**—Nickel steel; blued finish; matted on top along the line of sight.

No. W112—12-gauge ----- \$30.00

### AFTER A LITTLE WHILE

we will have so many automatic things that it will not be necessary for the individual to exert any will power or have any initiative. All of our thoughts are prepared for us by the newspapers and magazines. Our politics are passed to us on a silver tray by the politicians. Now here is the self-loading shot gun. We look forward with hope to seeing the self-shooting variety. Why should it be necessary for us to take aim or pull the trigger? Why not do everything for us? Let's take a self-loading and self-shooting gun and go out and kill featherless, stuffed ducks with brown gravy.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

### DIAMOND EDGE CROSSCUT SAWS

Made of finest grade Saw Steel, tempered in oil; polished and etched; filed by hand and gullets filed clean. Ground by a special process to five gauges thinner at center of back edge than at cutting edge and three gauges thinner than where handles are attached. From center of back to ends is tapering and likewise to the cutting edge from center of back. This reduces friction and causes the saw to run light and prevents binding in log.

Every Diamond Edge Crosscut Saw is fully warranted, not only against imperfections, but to cut as fast and with as much ease as any saw made.



No. DEX149—14x19 Gauge—Cottonwood Pattern—Tuttle tooth; medium width blade; two cutting and one raker tooth.



No. DEX14—14x19 Gauge—Cottonwood Pattern—Perforated lance tooth; medium width blade; two cutting and one raker tooth.



No. DEX19—14x19 Gauge—Cottonwood Pattern—Perforated lance tooth; medium width blade; four cutting and one raker tooth.

All the above made in 5½, 6, 6½ and 7-foot Saws.

6-foot—Each.....\$4.00

Remember, when you buy Diamond Edge Saws you get an absolute guarantee with every one.

### THE SALE OF CROSSCUT SAWS

is constantly increasing. They are being used to cut down trees. By the way, brother, did you know that out West, in the woods where they grow giant trees, that the lumber concerns are cutting down trees with circular saws? The machine used in the operation is a very ingenious one. It is run by electric power. The lumber mill supplies the electricity. The machine is clamped on to a big tree and a boy or girl can adjust the saw as it cuts its way through the King of the Forest. The world do move! Progress is progressing all the time.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



### WRAPPING PAPER AND TWINE IS NEEDED SO YOU CAN TAKE FULL ADVAN- TAGE of the PARCEL POST

The Government requires that every package be thoroughly wrapped and tied—newspapers are not strong enough. For this purpose you need strong hardware paper and strong twine—the kind we use when we wrap your nails. We would like to put one of our Special Parcel Post Wrapping Paper Outfits in every home.

#### THIS OUTFIT CONSISTS OF

- 1 roll paper cutter, 24 inches wide.
- 1 roll of 24-inch hardware paper.
- 1 ball of hardware twine.
- 1 ball of extra heavy twine for big bundles.
- 1 twine holder.

The Complete Outfit for \$5.00

When ordering, call for One Parcel Post Paper and Twine Outfit

#### SOME FAMILIES

are always hollering around and hunting for paper and string. They never have a supply on hand. "Ma" is supposed to know where everything is, including paper and string. This is a very poor system. Why not save all the noise, wear and tear and chatter, by putting in several rolls of different size wrapping paper and a supply of twine? This outfit will not cost much, and it will help all of the family retain their self-respect and cheerfulness in emergencies. If interested, see our salesman or write us. M. K.

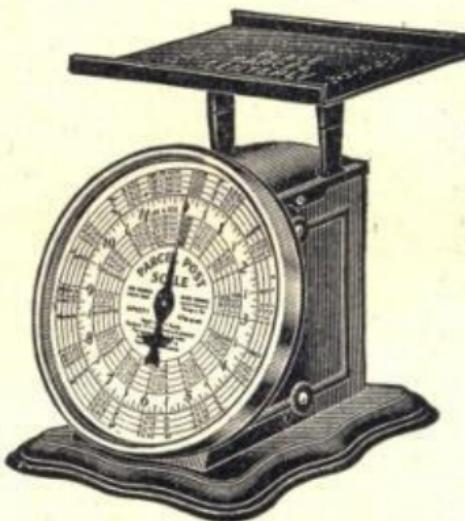
**"DIAMOND EDGE IS A QUALITY PLEDGE"**

PARCELS POST SCALES.

TELLS  
THE  
CORRECT  
AMOUNT  
OF  
POSTAGE  
FOR ANY  
ZONE.

SAVES  
A TRIP  
TO THE  
POST  
OFFICE.

ABSOLUTELY  
ACCURATE.



EVERY  
FARMER  
SHOULD  
HAVE  
ONE OF  
THESE  
SCALEs.

WILL PAY  
FOR  
ITSELF  
IN A  
SHORT  
TIME.

No. PP—  
\$3.00

Automatically computes the cost of postage on packages for city or rural delivery; large white dial. Plain black figures show prices, and red figures show zones; the dial is covered with glass and nickel plated sash, and has felt lining which acts as a cushion for the glass and also makes it dust-proof, this keeps the dial always clean and easy to read.

Substantially built of the best cold rolled steel; black enameled; aluminum decorated; heavy steel platform supported on double steel upright; the regulating device is inside of frame, in rear of Scale, sealed with a lid and cannot be tampered with.

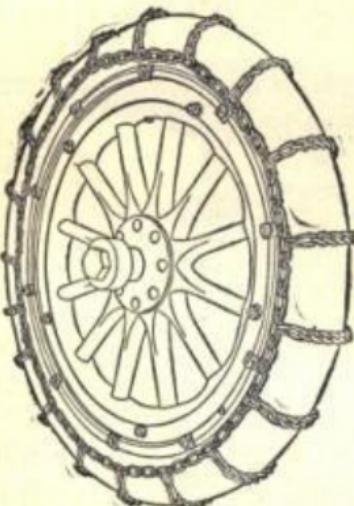
Capacity, 12 lbs. by ounces.

PARCEL POST IS HERE

Please note that the Government writes it **parcel** post—not **parcels** post. Our advertising man is not "next" because I see in his heading over the above cut he uses the plural "parcels" instead of the singular "parcel."—Get into line. Times and business conditions are constantly changing. Some merchants stick to the old order of things and the procession of progress leaves them behind. Other merchants, for instance, will put in a stock of these parcel post scales and take all the cream off of the business before their competitors wake up. Every family must have a parcel post scale. Who will get the business? We have a stock and are ready to do our part. M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## WEED NON-SKID AUTO CHAINS



A perfect non-skidding device that assures traction in rain, snow, wet and muddy streets; insures safe riding without loss of power; prevents accidents and avoids danger, and should be on every car; easily attached and removed. The cross chains are brass plated and hardened to give the longest possible service. Side chains heavily galvanized to prevent rusting.

MAKE YOUR CARS SAFE  
—WEED CHAINS PRE-  
VENT THEM FROM  
SKIDDING IN ANY  
AND ALL KINDS  
OF WEATHER

| Inches   | Per Pair |
|----------|----------|
| 30x3     | \$4.50   |
| 32x3 1/2 | 5.50     |
| 34x3 1/2 | 6.00     |
| 33x4     | 6.50     |
| 34x4     | 7.00     |
| 35x4     | 7.50     |
| 36x4     | 7.50     |
| 36x4 1/2 | 8.00     |
| 37x4 1/2 | 8.75     |
| 37x5     | 9.75     |

Other Sizes in Proportion.

We sell Inner Tubes, Casings, Horns—in fact, everything in the Auto Line. Buy from us and save money.

### MORE AUTOMOBILE SUPPLIES.

Here's a Weed non-skid auto chain. If I should go into a hardware store and ask for an automobile chain, and the merchant inquired, "What kind?" without knowing anything on the subject I would answer, "Give me a Weed." Why is this thusly? Simply because I have seen these Weed chains advertised everywhere, and the advertisements have always told me that these chains were right; and don't you know, brother, if you tell a man a thing often enough, after a while he believes it? The other day I asked my "chiffonier" what make of chains he was using, and, as he hooked them on he replied, "The Weed." There may be other kinds of chains, but if there are I don't know about them.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## Diamond Edge Razor

No. DE17

Hand forged from the best English crucible cast steel, finest Grinding, best finish and highest quality throughout. This insures a razor unsurpassed for both barbers and private use.

It is giving universal satisfaction to the user who has that tough beard and tender skin. It is made with a stiff edge, much desired in the old English razor, yet has the light weight of the new concave razor. The edge is so constructed that it will not quiver or rattle under the most trying conditions, and has stood the test of the most exacting.

This is our Finest Razor

\$3.00

We can furnish razors from 50 cents up. See us before you buy.

End view, showing concaved shape cutting edge and extra stiff reinforced back.



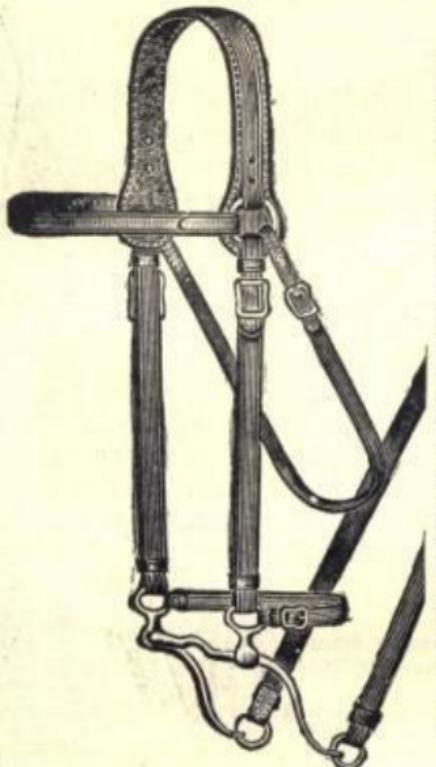
### THERE ARE A GOOD MANY MEN

who want the very best razor that brains and skill can produce. They are willing to pay the price for such a razor. They figure that a comfortable shave every day or every other day in the year is worth a great deal to them. They do not want to take any chances on a poor razor. When they consider that a first class razor will last a lifetime they do not mind the initial expense. This razor is made for this class of trade. Show, advertise and sell it in that way.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## RIDING BRIDLES



We carry a large and complete line of Saddles, Harness, Bridles, Curry Combs, Horse Brushes, etc. Come in and let us talk Horse Goods to you.

Illustration shows our Cavalry Special Bridle—made of fine quality Light Tan Leather, creased edge; double cheeks, reversed, to loop at bit and buckle at crown;  $\frac{3}{8}$  inch crown with rings riveted at each end;  $1\frac{1}{2}$  inch layer, feltlined;  $\frac{1}{2}$  inch creased edge throat latch with buckle;  $\frac{3}{8}$  inch flat front;  $\frac{3}{8}$  inch flat reins,  $5\frac{1}{2}$  feet long with quirt ends, to loop in bit;  $\frac{1}{2}$  inch creased edge curb strap with buckle and loop; malleable XC plate (tinned) port bit; all parts well sewed with linen thread; XC plate (tinned) trimmings.

No. 6... \$2.00

We can furnish all kinds of Bridles at any Price you desire to pay.

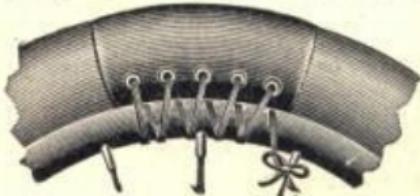
### THE HARNESS LINE

is not very complicated after all. A lot of harness is sold by general stores. Suppose you happen to have a little spare space in your store. Why wouldn't it be a good idea to make an experiment by adding a sample line of harness goods? If the goods take well and sell profitably, add more. Start in a small way and build up a department. Things that start from small beginnings generally have a healthy growth. Don't be like the tumble bug, which, historians say, is bigger when he is born than at any other time in his existence. M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## AUTO BOOTS AND PATCHES

We can furnish you with anything you need for your automobile. Our prices will be found very reasonable. Come to see us when you need anything in this line. Here are a few things you possibly need:



This is a high grade rubber boot, made in all sizes.

No. 60TB—For 3½ and 4-inch tires..... \$1.00



### INSIDE PATCH

#### To Protect Blow-outs

Made of heavy fabric vulcanized together in a shape to fit the inside of casing; has ample strength to protect the tube in case of blow-out or a weak spot developing in the casing.

No. 75BP—For 3½ and 4-inch tires..... 60c

We also have cheaper Patches.



### INSIDE PATCH

#### With Cement so will Adhere to Casing

Made of four plies of heavy duck. This is a strong, well made emergency patch that should be in every tool box.

No. 35BP—For 3½ and 4-inch tires..... 50c  
Furnished in all Sizes.

We want to demonstrate to you that we can save you money on Auto Supplies. GIVE US A CHANCE.

### IT IS PASSING STRANGE

that a machine that runs on wheels, like an automobile, should wear boots. There is an old saying, "No frog, no hoof. No hoof, no horse." This might be transposed to suit modern times as follows: "No tire, no wheel. No wheel, no automobile." Therefore, the wise motorist is the man who first considers his tires. He surely is a foolish man who starts on a long journey by motor without the necessary equipment to promptly repair a blow-out or a puncture. All these things are selling. Somebody is selling them. Why should not the retail hardware merchant develop his business on automobile supplies? It is not necessary for him to sell automobiles, but there are a whole lot of tools and equipment for automobiles that every hardware store should be prepared to supply. We have gone into the automobile supply business on a large scale. If interested, send for our automobile supply catalogue.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## DIAMOND EDGE FILES

Made of crucible file steel of the best quality and hardened to a degree that insures lasting qualities. Cut on the latest improved file cutting machines. Great care is exercised in every stage of manufacture, and they are most rigidly inspected to avoid the possibility of soft or imperfect files reaching our customers. All Diamond Edge Files are fully warranted.



Mill Files—Made in all sizes from 3 to 16 inches.  
8-inch.....15c      10-inch.....20c



Flat Bastard Files—Made in all sizes from 4 to 18 inches.  
10-inch.....25c      12-inch.....35c



Regular Taper File—Made in all sizes from 3½ to 12 inches.  
3 to 6-inch—Each.....10c

We carry an immense stock and an endless variety of Files—Special Files for all kinds of work as well as the ordinary every day variety.

In addition to Diamond Edge Files we can furnish all the Popular Manufacturers' Brands—also the cheap 10-cent store variety.

**We Want Your File Business—We Have the Quality Files, also the Price Kind.**

### FIFTY YEARS AGO

almost all of the files used in this country were imported from England. In those days we used Wade & Butcher and Stubbs' files. A mechanic who sharpened a hand saw would not use anything but a Stubbs' file. When the American manufacturers of files started to introduce their goods they had a hard time. Everybody was skeptical. No one thought that a good file could be made in this country. Nowadays it's different. The best files in the world are made in the United States, and American manufacturers are shipping their files not only to other foreign countries but to England itself. An American workman to-day would laugh at an English file—they are all so heavy and cumbersome. In England they use heavy files because they cut them over and over again. In this country we use lighter files and when they are worn out we throw them on the scrap heap. M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## No. 700 RUGBY BICYCLES

With Corbin Coaster Brake

Rugby Bicycles possess so many strong features, together with their high grade equipment—making them distinctive in beauty, strength and durability.

The nickelized steel spring fork adds comfort and pleasure, being so constructed as to eliminate any jarring or shaking caused to the rider over rough roads.

It is adjustable and can be regulated for very heavy, medium and light weight riders. The resiliency afforded by the spring fork, should the wheel come in contact with vehicles or obstacles of any kind, prevents serious accident. Also eliminates any possibility of bending fork or frame.

It not only adds beauty to the machine, but also serves as a front guard. The steel lined G. & J. wood rims strengthen the wheel—will also keep them true. Our Model 700 Rugby is undoubtedly the most sensible and practical bicycle on the market, as it can be ridden every day in the year, regardless of weather conditions. The lines are symmetrical; material throughout is the very best—seamless tubing, forged connections, Rugby hangers, Corbin front hub and coaster brake, No. 65  $\frac{3}{4}$ -inch pitch, chain, motorcycle mud guard, constructed so they will not work loose or rattle. The equipment is the highest grade, Kelly handle bar; big easy spring saddle; Rugby concave hub pedals. This machine will be greatly appreciated by practical riders.

No. 700SF—Complete with Corbin Duplex Coaster Brake, spring fork and Rugby Diamond tread tires... \$45.00

This is the Finest Bicycle made.  
We can Furnish Bicycles as low as \$20.00



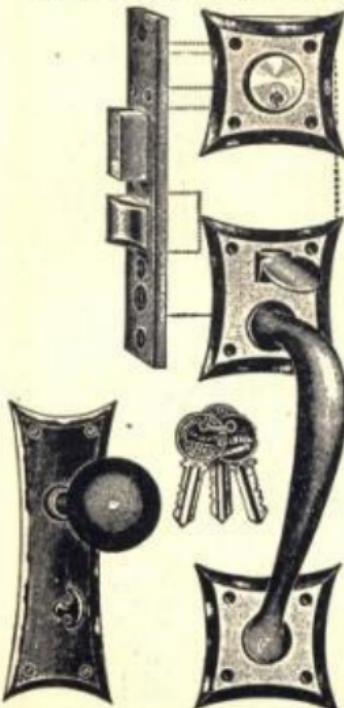
### THAT NAME RUGBY

was a great thought. The word "Rugby" of course comes from England—from the great Rugby school. Have you read "Tom Brown at Rugby?" It is a fine, clean book. Your boy should have it. So we just annexed the name Rugby and we use it on bicycles, foot balls and other goods that boys use in clean, manly sports. We got a good name and we have made that name stand for still more by placing it on goods of substantial quality.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## PAILTON DESIGN FRONT DOOR LOCKS.



Inside Plate  
and Knob.

Outside Handle  
and Lock Plate.

We want to figure with you on your Builders' Hardware—  
we can save you money.

This is the very latest in Front Door Locks. It was designed especially for bungalows and modern residences. If you are building a new home, why not put on your front door a first class lock, one that you will be proud of and one that will create an impression of refinement on every person that calls to see you?

Then, this Lock has more than simply a classy look. The strong cylinder Locks cannot be picked. When you turn the key, your home will be absolutely protected from entrance through the front door.

All exposed parts are made of solid cast bronze; will not rust and will last as long as the house. You will never have to buy another Lock if you put this one on your door.

No. R27227—Antique  
Copper Finish ..... \$10.00  
No. EA27227—Dull Brass  
Finish ..... 10.00

This is our finest Lock. We can furnish Locks as low as 20 cents each.

### FIRST IMPRESSIONS

as philosophers and students have remarked before, are often the most lasting. One of the first impressions your guest receives of your home is the front door lock. I have often thought that I could tell a good deal about the character of a family by the front door of the house. Is the lock in good taste? Is it cheap and showy, or is it substantial and refined? If it is brass or bronze, is it well polished? If it is polished, has care been taken not to polish the woodwork in the neighborhood of the escutcheon? Are the butts of the door bronze or iron? All outside butts should be bronze. If they are not, they rust and streak the paint. Yes, I guess a good deal can be told about a family from the front door of the home. Just figure it out. M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

IRON CLAD CARPET TACKS



*Do you know the manufacturers sell Carpet Tacks by the pound?*

If you pay five cents for a package of tacks you don't get your money's worth unless you get a big 500 count package.

"Iron Clad" Carpet Tacks have 500 tacks in every package—so if you look for the name "Iron Clad" and the battleship, you will be sure to get full value for your nickel. Even some big packages don't have full count, so don't run the risk of getting short quantity—just buy "Iron Clad" Carpet Tacks and you are "dead sure."

Then, another thing—"Iron Clad" Tacks have a large flat head and a sharp needle point. This makes them easy to drive and sure to hold.

LET US FIGURE WITH YOU ON NAILS,  
STAPLES AND FENCE WIRE

**A TACK IS A VERY SMALL INSTRUMENT.**

but it has a point, as some of us have learned while we were peregrinating around in our bare feet. Some men say that there are no opportunities. They give up. They admit that they are out of the fight. The tack business was very staple—(I don't mean this as a joke). There was scarcely any money in it. But an enterprising man I know—just when the tack business was at its worst—went into the manufacturing of tacks exclusively. This man, however, had ideas. He developed the new idea of selling tacks by count, instead of by weight. He got up all kinds of attractive packages. He helped the jobber and the retailer sell tacks. He has made a fortune, and to-day is the tack king of the United States. There is money in any business if you will mix brains in with it.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

JUSTFULL OIL CANS

Complete with Pump

Impossible to overflow the lamp or vessel while filling; the pump has double tubes and as soon as the oil in the lamp reaches the level of these tubes, it is siphoned back into the can through one tube as fast as pumped through the other.

We can furnish the regular 5 Gallon Can at a low price, but this is the can we advise you to buy if you are looking for cleanliness and comfort.

No. 555—5 Gallon; heavy galvanized steel body; tin head and cover; red striped at top and bottom; wire bail; black enameled wood handle; double tube tin pump; wire plunger..... \$1.50

We can furnish Tin, Glass and Galvanized Cans in all Sizes. You will find our Prices Rock Bottom.

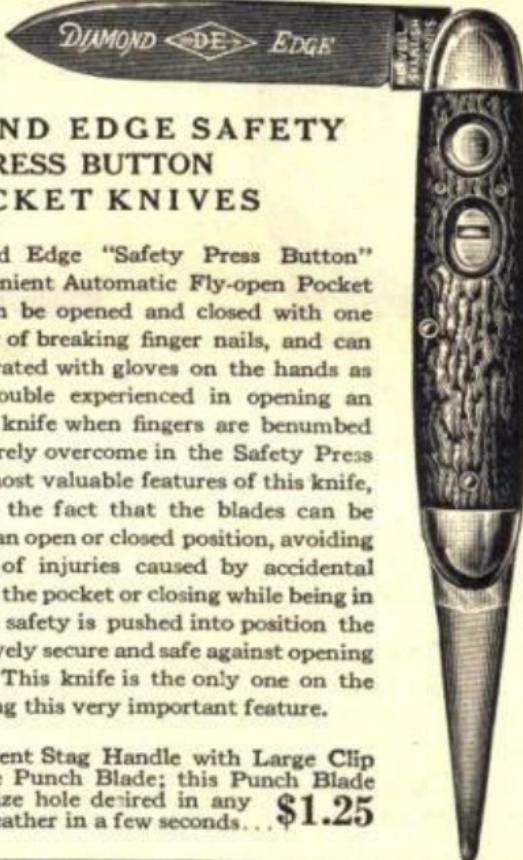
One Gallon Galvanized Cans..... 25c



EVERYBODY DOESN'T HAVE ELECTRIC LIGHT.

There are still millions of people in this country who are saving their eyesight by the use of oil lamps. Every man and woman should try to make life more worth living by having all the conveniences possible. This "Justfull" oil can is a great convenience. With its use you don't get oil all over your hands, over your clothes and over the floor. Then it reduces the danger of fire, and is in every way a great help to people who have the disagreeable task of filling and taking care of oil lamps. M. K.

*"DIAMOND EDGE IS A QUALITY PLEDGE"*



### DIAMOND EDGE SAFETY PRESS BUTTON POCKET KNIVES

The Diamond Edge "Safety Press Button" Knife is a convenient Automatic Fly-open Pocket Knife, which can be opened and closed with one hand; no danger of breaking finger nails, and can be as easily operated with gloves on the hands as without; the trouble experienced in opening an ordinary pocket knife when fingers are benumbed with cold is entirely overcome in the Safety Press Button. The most valuable features of this knife, however, lie in the fact that the blades can be locked either in an open or closed position, avoiding any possibility of injuries caused by accidental opening while in the pocket or closing while being in use. When the safety is pushed into position the blades are positively secure and safe against opening in the pocket. This knife is the only one on the market possessing this very important feature.

No. S9ST—Patent Stag Handle with Large Clip Blade and one Punch Blade; this Punch Blade will cut any size hole desired in any **\$1.25** thickness of leather in a few seconds...

LIKE A GOOD MANY OTHER MUTTS, when I first saw a press button pocket knife I laughed in a superior manner and remarked, "Just a new Yankee contrivance." A hardware dealer gave me one of these knives and since I have carried it I wouldn't use any other kind. It's a great convenience. You can open the knife with your gloves on. It doesn't break your finger nails. Then along came the leather punch blade. There are times when every man has to punch holes in a strap—it may be your harness, your automobile curtain or a strap on your grip. When you need one of these punch blades you need it badly. Every retail hardware merchant should carry at least a few of these knives. If shown they will sell. Are you and your clerks too weary to show new goods? If you are, get thee to a sanitarium where the hookworm is treated.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet



Hip



Knee

### RUBBER BOOTS

You will need Rubber Boots during the rainy and snowy weather, also for duck hunting. We are prepared to furnish Rubber Boots of all kinds—hip, knee, extra fine ones, also the cheap kind. We can also furnish Leather Hunting Boots and Mackintosh Waders. Come in and let us show you we can save you money.

#### HIP BOOTS

No. 500—Double Sole Duck Boots with first quality pure gum rubber; fusion lined, crack and snag proof.... Per pair, \$7.00  
No. 600—First quality smooth Rubber Boots. . Per pair, \$6.00

#### KNEE BOOTS

No. 900—Duck Boots with first quality pure gum rubber; crack and snag proof. .... Per pair, \$5.50  
No. 950—Duck Vamp only, first quality pure gum rubber. .... Per pair, \$5.00  
No. 700—First quality smooth Rubber Boots. Per pair, \$4.25  
No. 800—Pebble Leg Boots. .... Per pair, \$3.75

### SPORTING GOODS IN THE PUBLIC EYE

have become an accepted part of a hardware store. Thousands of first class hardware stores in the country sell complete lines of sporting goods. Rubber boots are an important part of every sporting goods stock. But, my dear George, let me whisper into your hairy ear that unless you advertise the fact at the proper season, that you are prepared to supply high grade rubber boots for hunting and fishing, the public will pass you by and seek these necessities at the boot and shoe store, or from the general merchant. You should be prepared to serve. If you haven't the goods in stock, remember we have, and can send them P. D. Q. by parcel post. M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## REDSTRONG STEP LADDERS (Red and Strong)

Barbed Nails used to secure Steps.

Wrought Steel Self-locking Leg Brace.

Bolt under each Step.

Malleable Iron Top Bracket showing method of attaching Top.

Steel Side Braces through which Bolt passes.

Steel Corner Brace.



A specially constructed Ladder for mechanics, farmers, store-keepers and householders.

Selected clear white pine,  $2\frac{1}{4} \times \frac{3}{4}$ -inch sides;  $4\frac{1}{4} \times 13$ -16-inch steps; width of top 7 inches; extra heavy wood braces, fastened to legs with wrought steel cleat; japanned malleable iron top bracket.

Each step is t into uprights, secured with barbed wire nails and supported under bottom by a steel rod, which extends through the uprights and is bolted at each end to steel side plates, preventing the uprights from spreading; fitted with  $\frac{3}{4}$ -inch japanned steel self-locking spreader brace.

The "Redstrong" is a radical departure from the old style yellow stained step ladder, it being the strongest and most substantial ladder made. **You feel safe and are safe when on a "Redstrong."**

Made in all sizes from 3 to 12 feet. **6 foot, each \$3.00**  
We can also furnish the cheap ladders if you want that kind.

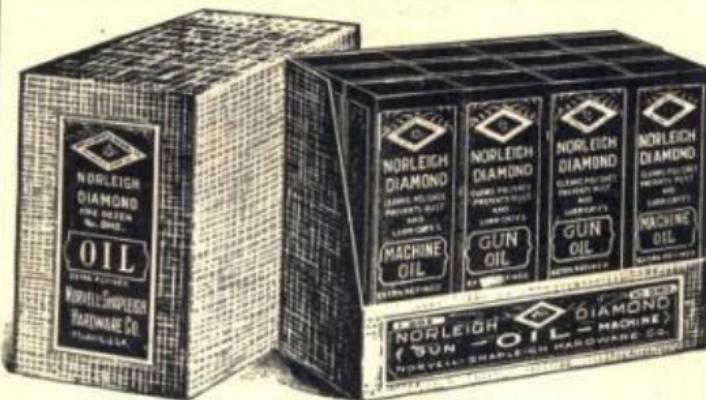
### EVERY TIME YOU CLIMB A LADDER

you risk your life. REDSTRONG step ladders are life savers. They belong to the life-saving crew. I have seen stepladders that it was a crime for any concern to put on the market—they were dangerous to life and limb. Then, you know, almost all step ladders are stained yellow, so when we brought out this new, extra strong ladder, we thought we would get away from the yellow stain, and, therefore, we painted the ladder red and named it the REDSTRONG. This ladder has been a great seller with us, because it is only just a little higher in price than the common, cheap yellow kind—it has been just as good a seller, in proportion, as our extra heavy boys' iron wagons. Put this ladder in stock and advertise and talk about it, and listen to your cash register ring a merry tune as the dollars flow in. M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet

### NORLEIGH DIAMOND LUBRICATING OIL



We have spent many years in developing Norleigh Diamond Lubricating Oil to the very finest it is possible to obtain at any price. To obtain the results we demanded it was necessary to import from Italy a strictly pure mineral compound. With the use of this compound we have secured a lubricant that will work on the most delicate bearings without gumming. For fine instruments, guns, revolvers, sewing machines, bicycles, clocks and high-speed complicated machinery it has no equal.

We absolutely guarantee it to contain no acids; it will not gum, neither will it corrode. It is also splendid as a rust preventive and for cleaning high-finished surfaces.

Every bottle contains full 3 ounces (most oils are in 2-oz. bottles). Price per bottle. **10c**

**Look for the name "Norleigh Diamond."** The best oil made, and three ounces instead of two for ten cents.

#### IN THE HARDWARE BUSINESS

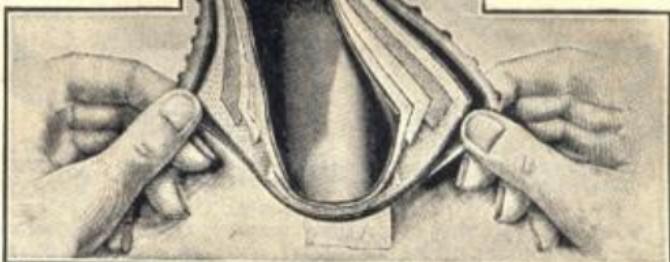
there are a lot of things to be lubricated—not only goods, but a little of the right kind of lubricating ointment applied to people at the proper time and occasion helps business. It is a great art to know just when to use a lubricant. Then, of course, all of us have heard of the "greased plank that tilts outward," that has been carefully lubricated in advance. Some of the boys who hide behind the stairs and "roast" the boss, sometimes unexpectedly step on this well greased plank. When they land on the outside of the institution they sit up and take notice. Then they are sorry. They see things differently. But the moral of this page is to keep your tools, your machinery and your business well oiled so it will run smoothly, with just as little rattling around or noise as possible. Lubricate! M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

No. 55—Rugby Diamond Tread Bicycle Tire

This cut was made to show the inside construction of Rugby Diamond Tread Tires. Every piece of this Tire is as good as it can be made. We believe it far superior to all other Tires on the market.

The Diamond Tread Grips the slippery places. Not so much that it picks up dirt and mud. But just enough to prevent slipping. This Tread will be much appreciated by those who are looking for safety and comfort.



**Cover**—Made of pure upper river Para gum;  $\frac{1}{8}$  in. thick on the tread. Patent non-skidding diamond cup tread of our own design; tread rubber is a solid cushion.

**Tube**—Best quality Para rubber 1-16 in. thick on walls; extra heavy reinforcing strip on rim side.

**Fabric**—Compound five ply consisting of best Sea Island fabric and friction cloth, impossible to pull apart.

**Friction**—The very best obtainable friction is used, so strong that it is impossible to separate the different plies of fabric.

**Valve**—Valve construction is the best used on any Tire. It is practically indestructible, being seated in a solid base of pure Paragum.

**Cement Strip**—Made of heavy Egyptian cotton flannel, carefully vulcanized in the base of the Tire. This is the same construction that has been used on sulky tires for many years.

**Quality**—The very lightest grade it is possible to manufacture, extra hard to puncture, also easy to repair.

No. 55—Full season's guarantee. Per pair.....\$10.00

**THIS CUT REMINDS ME**

of a surgical operation—it certainly shows the "inside" of a Rugby Diamond Tread bicycle tire. What a lot of trouble has evidently been taken to properly manufacture these tires. Of course, you and I know that the weak spot in automobiles and in bicycles is the tire. The very best brains and lots of money are being used by the manufacturers to bring out the most perfect tire. No perfect tire has yet been discovered, but we believe that the Rugby Diamond Tread is the nearest thing to a perfect bicycle tire that has yet been put on the market. This tire is put out with a full season's guarantee.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

**MOULD CITY GASOLINE VULCANIZER**

For Vulcanizing Automobile, Motorcycle and Bicycle Inner Tubes



**Every Auto Owner Absolutely Requires One of These Little Vulcanizers**

The system of vulcanizing is to clean the Tube, put on the Vulcanizing Rubber in the usual manner, clamp same between the two sections of the Vulcanizer, pour an ounce of gasoline in the gasoline receptacle, light it, and as soon as the gasoline has been consumed the patch will be made.

This little Vulcanizer will pay for itself in a few days. Inner tubes can be vulcanized with it in from eight to ten minutes. Treads on casings can also be vulcanized by removing the bottom plate and fastening the top plate to the tire by means of a wire or chain. The outfit consists of the Vulcanizer, a One Ounce Measure, Roll of Vulcanizing Rubber, Piece of Emery Paper and a pair of Scissors; all packed in a heavy cardboard box.

No. MV—Full Nicke Plated.....

**\$2.00**

We Want Your Automobile Accessory Business.  
We Can Save You Money.

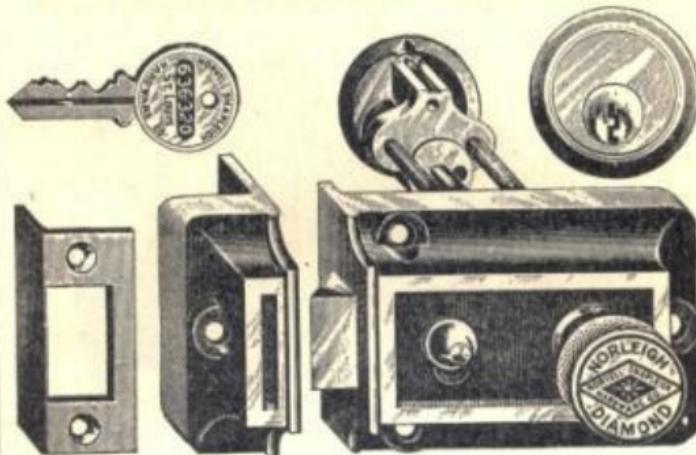
**HERE WE ARE AGAIN!**

More automobile and bicycle supplies. All these new Yankee notions, being advertised in the newspapers and magazines, should forcefully remind the retail hardware merchant that he is lagging behind the times unless he seriously takes into consideration the advisability of selling automobile and bicycle supplies. All these things are being used by your neighbors. Why force them to send their orders to mail order houses simply because you do not carry the goods in stock? The first duty of a good merchant is to carry a stock of the goods that his neighborhood demands. He has a still further duty, and that is to stimulate a demand for new goods as they come out.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## NORLEIGH DIAMOND RIM NIGHT LATCHES



### HERE IS A LATCH YOU CAN DEPEND UPON.

You can even fix it so it cannot be opened from the outside, even with a key. This result is obtained by the use of a patent stop that is used exclusively on the Norleigh Diamond Latch. Then the strong, substantial cylinder which comes in unlimited changes, the heavy construction of the case, the German silver keys and the bronze castings used on all exposed parts make this latch the best on the market. If you are looking for protection at a reasonable price, put a Norleigh Diamond Latch on your door.

No. ND200 ..... \$1.50

We have Night Latches from 25 cents up, but this is the Best One we can buy.

**NIGHT LATCHES ALWAYS REMIND ME**  
of my early days when I sold goods in Leadville, Col. In those days, in the mining camps, there were social clubs. These clubs always bought the highest grade night latches. Then each member was given a key. I sometimes sold as many as 150 keys with one night latch. Those were fine, large days in the early eighties in Colorado. I wasn't much of a salesman, but I held the record on sales of Colt's revolvers, night latches, curling irons and double-acting spring hinges. All of these necessary trimmings to the "simple life" were in great demand in the mining States in those days. Where are all the boys and girls I knew so long ago? I wonder! I wonder! But people are still buying night latches just the same, although curling irons are not as popular as they once were. M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet



### **Vestong Combination Coat and Jacket.**

Here is the newest thing in a shooting outfit. Can be used either as a shooting vest or coat. The sleeves button on to the body so they can be attached or removed at will.

Holds forty shells in such a manner as to absolutely protect them from the weather, at the same time every shell is ready for instant use. Just reach up your hand and pull it out.

Shells cannot drop out of their own volition. Easy to separate different size loads. Made of "Watertite" duck, dead grass color, with two inside pockets.

|                                     |              |
|-------------------------------------|--------------|
| No. 450-J—For 12-gauge shells.....  | Each, \$4.00 |
| No. 450-6J—For 16-gauge shells..... | Each, 4.00   |

### **HERE IS MORE CONVENIENCE.**

Suppose we go out hunting with a self-shooting gun, and a combination coat and vest with our ammunition all ready for immediate use. The world do move! As I have remarked before, progress is still progressing. Why carry your shells around loose in your pocket, when by wearing one of these combination coats and vests you can pull them out faster than a street car conductor can make change from his automatic coin receiver? Then, when I read between the lines in the above, I see that this combination coat and vest serves not only for hunting, but in an emergency you can use it for sleeping pajamas. Well, now, that'll do.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

NORLEIGH DIAMOND TALCUM POWDER



After Shaving You Need Talcum Powder

The Norleigh Diamond Powder is made of the very finest imported Italian talc, specially refined and thoroughly screened. This is the finest powder made and is delicately scented with the most delightful perfumes, WHITE LILAC and VIOLET. Gives instant relief to a razor scratched face or to heat or cold rashes; produces a velvet finish to the skin.

Packed in solid brass top boxes with perforated **25c**  
sliding shakers. Each.....

Ladies will find this a most excellent Powder and if once tried it will replace all other face Powders. We also have Norleigh Diamond Toilet Water, Face Lotion and Shaving Soaps.

Try these goods.

**IF YOU SELL**

shaving soap, why not just as well sell the talcum powder? Every man who wants to feel right after a good shave helps along the operation by the use of powder. Talcum powder is a shaving accessory. It does not deteriorate in stock. The retail hardware merchant might as well have the business on talcum powder as to put his customer to the trouble of going to the drug store to purchase talcum powder after buying his razor, strop and shaving brush from him. But remember if you put talcum powder in stock, that it must be shown in a hardware store in order to be sold. Unless you advertise and show the powder, most people will go to a drug store to buy it. The hardware trade of the country can learn a good lesson from the druggists in the way of displaying goods. Be willing to learn.

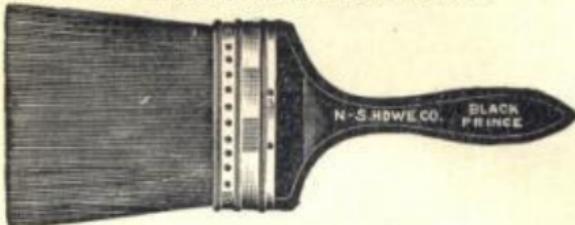
M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## PAINT BRUSHES

If you are thinking of painting your house or barn, come in and let us show you our line of Paint Brushes.

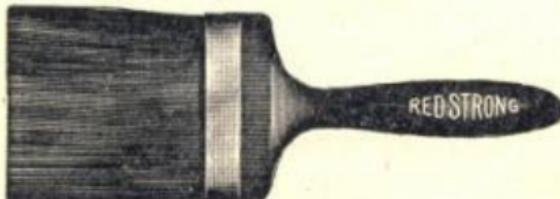
Remember one thing—a good paint brush cuts the labor of painting in half. Here are two of our best brushes.



**BLACK PRINCE**

Warranted best quality **black Chinese bristles**; extra full, solid center; long and elastic; nickelized band; ebony finished handle; guaranteed to give satisfaction.

No. 174—Width 4 inches; 4½-inch bristles..... **\$1.50**



**RED STRONG**

Best quality **Hankow bristles**, securely fastened by an aluminum wedge; patent iron band; nickel plated socket band; vermilion finished handle; **bristles cannot come out**; may be used in hot or cold liquids of any kind.

No. 273½—Width 3½ inches; 4-inch bristles..... **\$1.00**

We can furnish you with brushes from 10c up. Just come in and pick out one to suit your price.

### THE OTHER DAY

I read about how a man, instead of cleaning his paint brushes, just put them away with all the paint on them. He didn't use them again for two years. Then with turpentine he removed the paint and found that the brushes were in perfect condition. It seems that the white lead in the paint had preserved the brushes. Now I don't vouch for the truth of this story. The argument was that you can preserve paint brushes better by not cleaning them. One thing I know from personal experience and that is, it is mighty poor economy to buy a cheap paint brush of inferior quality. Having such a paint brush is just about as uncomfortable as using a cheap tooth brush in which the bristles come out. The best paint brushes to-day are so made that they do not suffer from the mange—their hair sticks.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

### CONQUEROR SHOVELS.

This is the strongest, best made and most serviceable Shovel in existence. Will outlast a half dozen ordinary Shovels.

**Blade and Socket**—Forged from one piece of special analysis steel, carefully hardened and tempered in oil. Thick center; the socket is extra long, and is split at back to permit tightening handle should the wood shrink.

**The Handle**—Made of selected extra quality straight, close grained ash, smooth finished; two rivets through the socket.



|  |        |
|--|--------|
| No. CD2—D handle; square point; full polished .....    | \$1.25 |
| No. CL2—Long handle; square point; full polished ..... | 1.25   |



|  |        |
|--|--------|
| No. CDR2—D handle; round point; full polished .....    | \$1.25 |
| No. CLR2—Long handle; round point; full polished ..... | 1.25   |

Conqueror Shovels are made especially for use in gravel and rocks. The blade being tempered in oil gives it hardness, and consequently long life.

Made in all patterns and styles of both Shovels and Spades.

Look for the name CONQUEROR if you want the best.

We can furnish Shovels from 40c up.

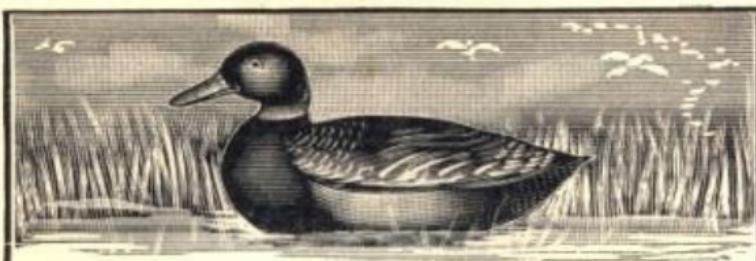
#### THERE IS ALWAYS A LOT OF TALK ABOUT PRICE,

but when a really first class article is put on the market, even at a higher price, there is a good demand for it. These Conqueror shovels are the best thing ever made in the shovelline. They are made right, of good material, and are not too heavy. Thousands of dozens of the Conqueror irrigating shovel are sold in the irrigated districts. Those who use one-piece irrigating shovels want them made in a peculiar manner, and they must not be too heavy. The Conqueror shovel has been made in response to the demand of this class of users. Now remember that the Conqueror shovel is made all in one piece—it is not the welded kind that looks all right but does not last.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet



### GET READY FOR DUCKS

We can furnish everything you require—Decoy Ducks, Duck Calls, Rubber Boots, Boats, Oars, Grass Blinds, Guns, Ammunition, Hunting Clothing. It makes no difference whether you want an outfit for a day or a month, we can supply your needs in short order.

#### DECOCY DUCKS

No. 1.—Wood Ducks, made of clear white pine, painted in natural colors, with glass eyes: Mallard, Red Head, Canvas Back, Sprigtail, Teal and Blue Bill; male and female. Each \$0.60

No. 3W.—Wood Ducks, with painted eyes: Mallard, Red Head, Canvas Back and Blue Bill; male and female. Each \$0.50

Pneumatic Canvas Decoys.—Mallard, Canvas Back, Teal, Red Head, Blue Bill and Sprigtail; male and female. Each \$0.90

#### DUCK CALLS

No. 600—Diamond Call. Is made on the same principle as the finest reed band instruments and is one that will call and not scare the ducks. A little practice and patience will result in any novice producing an exact imitation of the call of wild ducks. Finest quality, hand made. Call tuned by an expert. Each \$1.50

No. 6—The Olt O. K. Duck Call. Without the interchangeable tone slide; this is a perfect high grade Call, and is "unequalled for naturalness." Constructed entirely of hard rubber, with a straight reed, which makes this call stay in perfect tone in all kinds of weather; a trial will tell. Each \$0.50



No. 600



No. 6

#### SOME MEN HAVE FUN

In a funny way. Imagine enjoying yourself on a cold, wet, sleety day sitting in a "blind" calling for ducks. Duck shooting reminds me of the time the Sultan of Turkey saw a foot ball game in England. He inquired, "Are these gentlemen who are playing this game?" When assured that they were, he said, "I cannot understand it. I cannot understand it. Why don't they have their servants play this game for them?" Some men love ease; others enjoy hardships. There is no doubt that hardship develops a harder and stronger race of men. I myself have had some hardships in my experience. I didn't enjoy them at the time, but it's a queer fact that in after years the times we like to dwell most upon in our reminiscences are those when we suffered great hardships.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



# The Gimlet



NAME REG. U. S. PAT. OFFICE

A MONTHLY MAGAZINE DEDICATED TO CLOSER RELATIONS BETWEEN THE RETAIL HARDWARE MERCHANT AND HIS CUSTOMERS.

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Vol. V

JANUARY, 1913

No. 12

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Address all Communications to

MIKE KINNEY, Teamster and Editor

c/o NORVELL-SHAPLEIGH HARDWARE CO.

ST. LOUIS, U. S. A.

Subscription Price — — — — 25 Cents per Annum

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## THE MIDDLE MAN

AN ESSAY

By Mike Kinney, Teamster and Editor

**H**AS it ever occurred to you just why there has been so much written in the newspapers and magazines about the *extortionate profits of the middle man?* Have you ever wondered why almost every publication that comes to your home takes a shot at the poor retail merchant? If you do not know, let me give you the answer. It is—ADVERTISING. The great metropolitan newspapers, the farm

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet

journals and the hundreds of magazines that are published, cannot and do not expect any advertising patronage from the retail merchant. Their advertising comes from mail order houses, from manufacturers and from department stores that are seeking to deal with the consumer direct. *Therefore these papers constantly contain articles encouraging the consumer in every section of the country to send his money to some far-away merchant and thus save the profit of the retail dealer at home.*

The subscription price of practically all newspapers and magazines shows a loss. Often this subscription price would not pay for the amount of plain white paper used in the magazines or newspapers you receive. All of the profits of these publications come from advertising, and so it is to their interest to constantly work for a system of distribution that will lead to more advertising.

If all goods were bought by the consumer from his local store, there would only be advertising in the local paper. Such a method of distribution, of course, would not suit the magazines and newspapers. They, therefore, have been for years advocating and endeavoring to build up all kinds of selling plans which lead to consumers buying their goods just as far away from home as possible.

**ADVERTISING** was the reason that all of these publications were so much in favor of parcel post. **ADVERTISING** was the reason that it was next to impossible to get any articles opposed to the parcel post in a national daily paper or a magazine.

Now we have a parcel post with a zone system. This does not suit these publications, and they will all soon be

***"DIAMOND EDGE IS A QUALITY PLEDGE"***

at work for a general parcel post. The mail order houses, the magazines and the newspapers are already getting together trying to bring about a general parcel post.

The parcel post is, of course, in many respects a very good thing. In many ways it will be a great convenience. We have, however, been promised that it would reduce the cost of living. We have been promised that it would bring the city man and the country man in closer contact. I have been doing a little investigating, and I find that nearly all of the parcel post packages are going from the city man to the country man, while the country man is not sending back any packages to the city man. Packages are going from the city to the country, and money to pay for these packages is coming from the country to the city.

Under the old system the farmer sold all of the products of the farm for spot cash, and bought most of the goods he needed on credit. Under the new system, as planned by the magazines and newspapers, the farmer is to sell his goods direct to the city consumer, without the necessity of any middleman in the shape of a merchant. What I should like to know is, how is the farmer going to secure his city customers? Will the farmer advertise in the newspapers and magazines? Will he send out circulars offering his chickens, eggs and butter to the city consumer? Will he sell goods to the city consumer only for cash, or will he give credit? If he extends credit, how will he find out about the financial standing of his customers? It would be somewhat of a joke, wouldn't it, if the state of affairs were reversed and the farmer should have to pay cash for all the goods he buys that he needs on the farm, while,

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in turn, he would have to sell his farm products on credit to the city man? I would like to have a fine large photograph of the farmers of this country selling their products on time to the fellow who lives in the city.

Everybody knows that the larger a transaction the less it costs to do the business. Anything in trade that tends to reduce the unit of doing business—and the unit is the size of the average order—must necessarily increase the cost of doing business. This is an absolute law of trade. Let me illustrate: It costs just about as much to make out a bill for \$1.00 as for \$100.00. It takes the same stamp to carry the bill. It consumes as much time to write a check for the small sum as for the larger. It takes the same stamp to carry the check back to the merchant. It requires as much time to enter \$1.00 on the books as \$100.00. In filling orders, it takes about as much time of the merchant to fill little orders as to fill large ones. Any intelligent man will grant these facts. Now, if parcel post is going to reduce the size of orders, if it is going to make an infinite number of transactions, I cannot see how it can reduce the cost of doing business.

Recently I met a manufacturer of twines. He said that there had been an enormous increase in his business. He said that parcel post would mean an increase in twine sales of thirty-three and one-third per cent. A paper manufacturer a short time ago told me the same thing about wrapping paper. He said his company was preparing for a much greater output of wrapping paper than ever before. A manufacturer of pasteboard boxes informed me that he expected to do a great business in boxes and cartons as a result of the parcel post.

Manufacturers and jobbers have told me that they have installed regular parcel post departments in their business; that they have added more

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clerks in order to be prepared to properly handle parcel post business.

Manufacturers, jobbers and retail merchants all tell me that they are getting up mail order parcel post catalogues and circulars to be distributed by the million, in order to derive the greatest benefits from parcel post in selling goods.

Now of course I am just a common, ordinary teamster; my intellectual dynamo only runs about half time. But what I would like to figure out, if all the above things are true—and I do not believe they can be disputed—how is the parcel post going to lower the high cost of living? If merchants are to be put to all these expenses they must either lose money, or add the expense to the cost of doing business, and necessarily advance their prices in order to cover the added cost.

Then, while I am rambling around in my weak-minded way, suppose we discuss this point: Has it occurred to you that under the old system, when goods were shipped by express or freight, the transportation charges were collected from the consignee? Now when we send goods by parcel post we must buy parcel post stamps, pay cash for them, and attach these stamps to the package, in advance. How are these stamps to be charged for by the merchant? The item is too small for a separate spot cash bill. The stamps, therefore, will probably be charged on the regular invoice for the goods. If a customer takes two or three months' time to pay the regular bill, then the merchant will be out the actual cash stamp investment for this period without any interest or profit.

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in return. If, on the other hand, the merchant allows the cash discount, then the chances are that his customer will deduct the cash discount from the price of the stamps as well as on the price of the goods. As a result, the merchant will have to pay spot cash for parcel post stamps, and then for his trouble he will lose the cash discount on the cash he has advanced.

Wasn't that a beautiful dream that the magazines told about when they described how a farmer could send a dozen eggs by parcel post to his city customer? Just figure out the price of eggs in the country, then add the cost of the special pasteboard box in which the eggs would have to be sent, also the postage on the eggs, together with the loss from breakage, and we think you will find that fresh country eggs would cost our city friends about 7 cents each. I guess it would be cheaper for him to get them from the corner grocery.

The other day in New York I ordered some books. I said to the clerk, "Send these by parcel post." "Oh, no," answered the clerk, "we cannot do that—the law does not allow books to be sent by parcel post." Curious, isn't it, that you can send eggs by parcel post, but not books?

Did you read about the brick manufacturer in Indiana who sent 5,000 sample bricks by parcel post? Did you hear of the Philadelphia merchant who sent his friends all over the country 11 pounds of Philadelphia "scrapple" (breakfast food) by parcel post? They even tell me that babies, instead of coming by the stork route, are now received by parcel post—that is, if they do not weigh over 11 pounds. Of course, twins and triplets can be sent in separate packages.

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The other day I meandered into a drug store and ordered certain chemicals which I happened to know actually cost 11 cents. The druggist charged me 35 cents. I inquired if he hadn't added too much profit. I told him just what the items cost. "My dear sir," answered he, "in this corner drug store we do not pay any attention to the cost of the chemicals in the drugs—that is the smallest part of our expense. We are selling you the high rental of a drug store on a convenient corner, electric light, furnace heat, free telephone service, stamps sold at cost, a meeting place for the neighborhood, a place where you can stand on a cold day and wait for your car, free seats, free newspapers. Not only that, but we are prepared to tell you what is good for dyspepsia, toothache, indigestion, lumbago; in fact, we prescribe, free of charge, for most human ills. It is for this class of service that we charge—the drugs that we dispose of are simply incidentals." Well, brother, don't you think this druggist was about right? At the same time, it is just like you and me to accept all these conveniences and accommodations, and then kick if a fly happens to light in our soda water.

Did it ever occur to you, when you happened to want anything and needed it in a hurry, what it costs to have this particular item all ready for your use at a store just around the corner?

I remember a case where a city took issue with an electric lighting plant on account of their charges for the service. The electric lighting plant showed, in cold figures, what it cost them to be prepared at all times to serve that city with electric light. It was a most interesting exhibit. When the sun was shining brightly and the days were long, that city did not want much electric juice. If, however, a storm suddenly blew up and darkness came upon the city, then everybody expected to turn on his electric light. When the storm was over and the sun came out again, he turned off the juice. "Now," said this lighting plant, "we

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have to have in reserve all the time enough power to take care of these sudden and unexpected demands; we have to be ready to serve every minute of the day and night. This readiness to serve costs money, and we can only get our money back by charging it in the price of the juice."

You know I had never before thought how irregular the demand for light must be. I had never before realized that electric light men had to figure out the minimum and the maximum demand, and that necessarily they had to charge for this preparedness to serve on a minute's notice.

In my rambling, inconsequential, teamster fashion, I am in this article making a plea for the retail merchant. He must be ready to serve you with anything you want in his line on a moment's notice. Isn't it really wonderful that you can walk into a retail hardware store, call for almost any item in hardware, and always find it on hand? For instance, if you wish a pocket knife of a peculiar style, there it is—it has just been waiting for you to call for it. Then the merchant takes it out of the case and waits while you lean with your elbow on the glass counter and paw it all over. You smear your greasy hands all over its beautifully polished blades; you blow your breath on the blade to see whether the steel is good or not. Probably you inspect fifteen or twenty knives before you finally decide to invest 50 cents. In the meanwhile the merchant patiently shows you his stock, and tells you the entire history of the manufacture of cutlery from the time of Pharaoh down to the present date.

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Maybe after consuming thirty minutes of this merchant's time you smile sweetly and tell him that you will think it over and drop in again to-morrow. Maybe before leaving his store you go to the telephone and have a chat with your best girl, and also borrow a stamp to mail a letter. Or, perhaps, you ask if he won't loan you a pipe wrench for awhile. Then if you are real smart the proper thing is to go home, send an order to a mail order house for a pocket knife, cash in advance, and take your chances on whether the steel is good or not, when the knife arrives.

I must say that my sympathies are all with the local merchant. He certainly earns his. If I ran a retail store I am sure that there would be plain talk with some of my customers several times a day. I know that with my peculiar temperament I simply couldn't stand for the things which are done every day to the retail merchant. For this reason I have kept out of the business—I would rather drive a four-horse team on icy streets, with the thermometer 20 degrees below zero.

Then let us reflect, in concluding this Emersonian essay, that after all of the hard work he does, after all the chances he takes, after all the impositions to which he patiently submits, after all the bad accounts he accumulates on his books, after all the knowledge of the business that is necessary to follow up fashions and fads and have the goods on hand when the consumers call for them, after all the abuse he receives as a middle man from the magazines and the daily press, it stands out as a fact in the commercial reports, that ninety-five out of every one hundred retail merchants make a failure in business. This is a horrible record, but there it is. One reason retail merchants fail is that they do not realize what all

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these incidentals cost in doing business. They do not add these outside things to the cost of their goods. They are not like the drug store man referred to. They think that all they are selling is hardware. They do not realize that they are selling hardware plus service, and that one costs just as much as the other.

Then, whenever there is a failure in business the farming community in the neighborhood usually benefits because a considerable proportion of these people never pay the bills they owe to the unfortunate merchant. It is hard enough for a good merchant to collect, but it is next to impossible for a bankrupt concern to collect its slow accounts. Has it ever occurred to you, Genevieve, that a very large percentage of the people in our rural agricultural communities have profited every year, and for many years, not only throughout the slow and lingering business careers of some merchants, but finally in large measure at the ultimate demise of these corporals of industry?

Then, Genevieve, as I am a student of psychology, I have often wondered why it was that you and I would rather send an order for an item to a mail order house a thousand miles away than to buy this article of our local merchant. We were willing to wait—and wait—and wait for the goods to come. We were willing to take chances on substitutions. In figuring up the cost of the goods we forgot the time, trouble and cost of buying a money order and mailing it in our letter. We forgot the express charges must be added to the cost of the item. And when the goods arrived—even if they were not entirely satisfactory—we just shrugged our shoulders and said, "What's the use of kicking? This mail order house is too far away." So we kept the goods and let it go at that.

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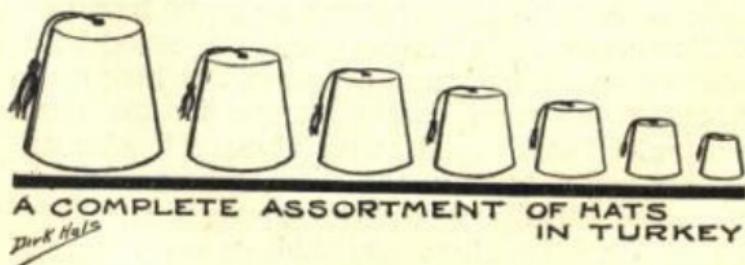
Why is it, dearest, that we would not for one minute stand for such things from our local merchant? I don't know the answer. It must be that same twist in human nature that leads a man to prefer to go to somebody he does not know when he requires the services of a doctor or a lawyer. Or maybe it is that peculiar microbe in all our make-ups that leads us to enjoy "stolen fruits" so much more than we do the home-grown variety.

Well, I guess I have filled enough pages for this month. I will save a few ideas on this subject for future numbers.

Yours faithfully,

*Mike Kinney*

Teamster and Editor.



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## THE HISTORY OF CONSTANTINOPLE.

Some Investigations

By MIKE KINNEY, Teamster and Editor

**C**ONSTANTINOPLE has been a city of many names. In the days of "the glory that was Greece and the grandeur that was Rome" it was called in the pages of history and romance Byzantium; the Slav still talks of Tsarigrad, the castle of Caesar; the Turk names it Stamboul, and, in the official language of the orthodox Eastern Church, it is designated as "New Rome."

But the western world for sixteen hundred years has known it as Constantinople, the City of Constantine, the first Christian emperor of the Romans, and the ruler who changed the capital of the Roman Empire from seven hills on the banks of the Tiber to seven hills on the shores of the Bosphorus.

It has also been a city situated where meet the peoples of the earth. It has been a city of walls and wars and sieges, and its story makes many of the big, red-letter chapters in the world's history.

About 643 B. C., a century after the founding of Rome, Byzas, a Grecian seafarer, stood in a sacred copse of fir trees and prayed to his father Poseidon for help and guidance in his next venture. Then he waited with bowed head until he detected a voice in the evening breeze which whispered, "Build you a city opposite the City of the Blind, for there you shall prosper." The

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LEISURE HOURS IN THE HAREM  
Showing the exquisite decorations and rugs usually  
found in the Turkish harem.

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breeze and the voice died away, and Byzas placed his offerings on the ground and departed.

He sailed toward the east, and sought with his comrades the City of the Blind. And, as he sailed, he passed by the Grecian islands, which now gleam so brightly against the background of antiquity. He stopped at Chios, where was born the poet Homer, and at Delos, where was cradled the god Apollo, and he inquired everywhere he stopped for the City of the Blind, but no one could help him find it.

Then he turned his craft northward, and, trusting to his father Poseidon, the god of the sea, he finally reached the Sea of Marmora and sailed through it to the narrow mouth of the Eosphorus. Here toward evening he saw on the Asiatic shore the ancient city of Chalcedon. It was getting dark, and, in those days, being a seafarer meant something akin to a pirate; so Byzas very correctly, not being sure of his welcome, put in on the other side, where a spit of land projects boldly into the sea.

When it was morning, Byzas and his comrades got up and explored. It did not take them long to recognize the advantages of what has since proven to be the most secure and attractive harbor that ever sheltered the navies of the world, and Byzas, looking at the City of Chalcedon, said:

"At last we have found the Country of the Blind, for the men of Chalcedon are blind, because they saw the better and chose worse and passed by this most favored spot to build their city on the other side."

So Byzas founded here a city, which prospered and became the mart where met all from the west who wanted to do business with the east, and all from the east who wanted to do business with the west. By and by, however, there came those from the east who wanted not to buy, but to take, so walls were built around the city and it prospered still more.

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HOWLING DERVISHES

Religious Fanatics of Constantinople.

But while it prospered in numbers and commercial ventures, it was never independent and strong politically, and its inhabitants were ever corrupt and profligate. They are described by ancient historians as "in war trembling at the sound of a trumpet and in peace quaking before the shouting of their own demagogues." Athens and Sparta fought over and ruled it by turns, but even the stern iron of the Spartan character was corroded in its atmosphere, and no city suffered more from its corrupt governors.

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And ever did its walls stand it in good stead. Until the Turks, with great bloodshed and by the aid of pitiable treachery, entered these walls, two thousand years after the first one had been built, they proved a bulwark against successive waves of Asiatic attack. Legend tells us of a Persian host trained to ride, to shoot and to speak the truth which starved and faded away before these massive fortifications, and seven times did the wild sons of Arabia without avail waste their valor upon them.

The Roman conquests included Byzantium and under Roman dominion it continued to grow rich, until in 196 A. D. Severus destroyed the city and put the principal inhabitants to the sword.

In 328 Constantine the Great, having united the two Roman empires, chose the site of Byzantium for his capital, and built there the wonderful city that has since then born his name. Historians have held that this act furnishes the most convincing and enduring proof of his genius. Some years before this in the battle of the Milvian Bridge, which had made Constantine emperor of the west, he saw, it is said, at noon, a flaming cross in the sky with under it, *in hoc signo vinces* (in this sign you shall conquer). He was victorious that day and afterwards became a Christian and made Christianity the state religion of Rome.

Events moved rapidly after the death of Constantine. The map of Europe was a moving picture show of wars and kingdoms that rose and fell almost in a week-end. Roman power in the west was no more. Fierce new races from the north, that knew neither Constantine's successors nor their Christ, worked out their destiny, forgetful of the east and the life and learning and luxury which flourished in its capital.

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Teaching a boy the Koran in one of the Mosques in Constantinople.

Then another change occurred. The new races of the west were converted to Christianity. They rushed eastward to rescue from the unbeliever the tomb of the Saviour. They came in contact with Constantinople, and learned that on it had fallen the mantle of Rome, and that, burning brightly behind its high gray walls, was the light of an old civilization.

In the words of Granville Baker, "Slowly, uncertainly, under the walls of Constantinople, Europe drew the first rough outline of her present political aspect, and began to emerge from barbarism."

And when Europe was safely out from under the great black cloud of the Middle Ages, when the nations had settled and lighted their torches

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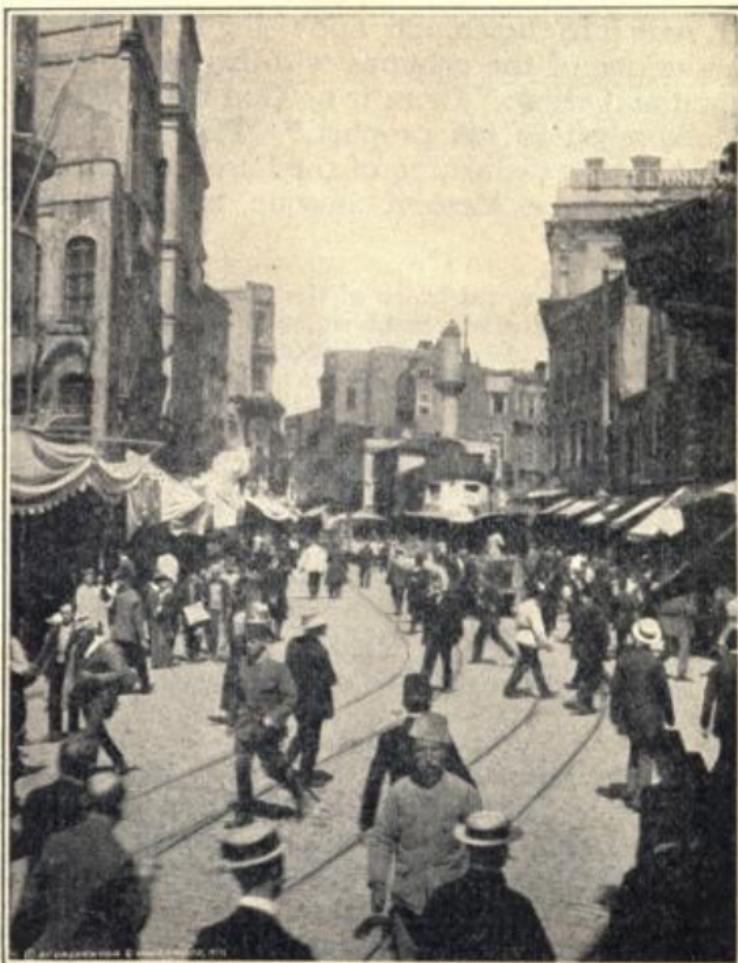
from the flame of the east, the destiny of Constantinople, as a bulwark against the east, seemed to be fulfilled. The eleven hundred years that had passed since the death of Constantine had left it more luxurious and more wicked than the ancient Byzantium, which drew forth the scorn of the Greek historians.

It had lost many fair provinces; its faith, in western opinion, was tainted with heresy; the money collected for the care of its walls and the arming of its soldiers had been stolen by dishonest officials, just as at present the Turkish army is said to be wobbling from internal corruption. But still the western world recognized that Constantinople was the heir of Rome, and more Christian than the Turks. It did not come properly to its aid, but it felt a sense of shame.

On the twenty-ninth of May, 1453, after a siege of fifty-three days, Mohammed II. entered the City of Constantine and planted the crescent where since the days of Constantine had been only the cross. The terrified inhabitants flocked to the Church of St. Sophia and crowded into it to the number of twenty thousand, believing a prophecy that when the Turks had penetrated to the space before the Church of St. Sophia, an angel of the Lord would descend, sword in hand, and drive them from the city.

But only the "unspeakable" Turk appeared, and he grasped his sword in a bloody hand. Crucifixes were smashed to atoms, mosaics were pried out of the walls for gems, altars were demolished, and ever arose the moans of the dying men and the cries of the captive women and children. But in the midst of the confusion there

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THE GRAND STREET OF GALATA

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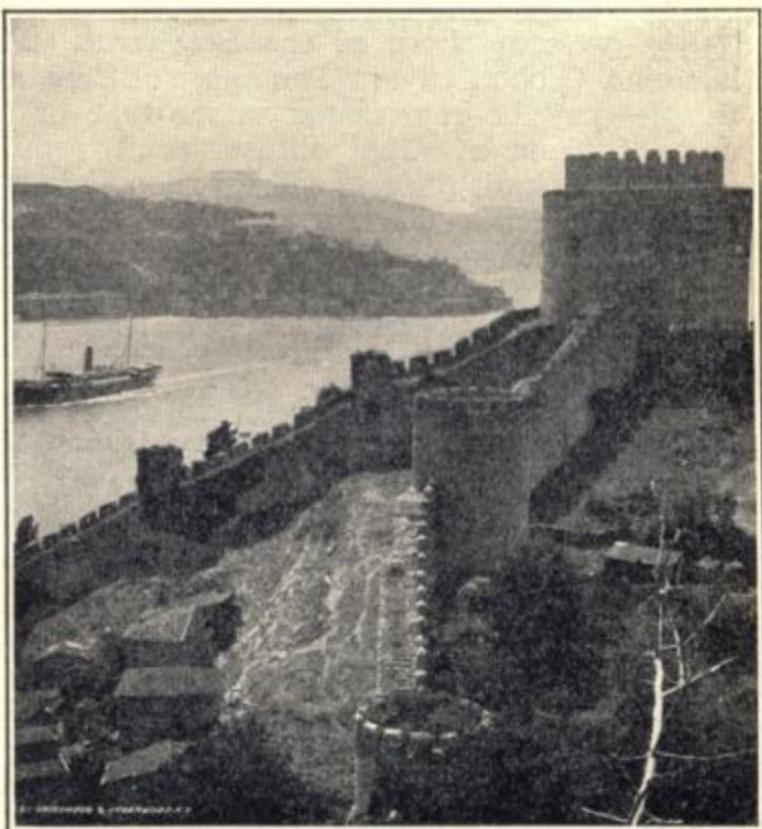
was a sudden hush. The conquering Mohammed II. rode into the church, and rising in his stirrups, smote one of the columns with his blood-stained hand and cried: "There is no God but Allah, and Mohammed is his prophet." The words were uttered as a dedication of the fairest of Christian churches to a Moslem mosque, and such have they proved.

The western world heard of the fall of Constantinople in different attitudes. Some called it a divine judgment for "persistence in heresy." Others felt than an old and valuable fabric had been destroyed, and the gap filled by a barbarous and infidel power. There was talk of another crusade, but Christian people and their princes were not shamed into a common effort to deliver Europe from the Turk.

Mohammed II. made Constantinople the capital of his empire. He settled families from the provinces there, and devoted much time to enhancing its beauties. And there have his successors ruled, and, until very recently, the world has expected to see them continue to rule, the insolent possessors of the city where meets the Orient and the Occident.

But the last turn of the dice of history seems to point to a change. The Balkan allies may expel by the sword those who entered by the sword. If they do this will it not be but one more proof of the fact that the "east is noteworthy as the grave of monarchs and reputations," and that the history of Constantinople makes many of the big red-letter chapters in the world's history?

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THE BOSPHORUS

At its narrowest point, near Constantinople.

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### SITUATION OF CONSTANTINOPLE.

**C**ONSTANTINOPLE is situated on the last and largest of the inlets that cut the western shore of the Bosphorus. The historian Gibbon says: "The figure of Constantinople may be represented under that of an unequal triangle. The obtuse point, which advances towards the east and the shores of Asia, meets and repels the waves of the Thracian Bosphorus. The northern side of the city is bounded by the harbor, and the southern is washed by the Sea of Marmora. The basis of the triangle is opposed to the west, and terminates the continent of Europe."

The inlet on which the city is situated is called the Golden Horn, principally because of its shape. It divides the city into two principal sections, Stamboul, the Turkish section, on the southern bank, and the European section on the northern bank, which is also divided into two parts, Galata and Pera. Pera means "beyond."

### MOSQUE OF ST. SOPHIA.

The most imposing structure in Constantinople is the Mosque of St. Sophia. It was built for a church more than thirteen hundred years ago by the Christian Emperor Justinian. When it was finished he proudly exclaimed, "O Solomon, I have surpassed thee!" and the great church was at once added as an eighth to the Seven Wonders of the World. It has been described as the "crown of old Stamboul, as St. Peter's is the coronet of Papal Rome."

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ST. SOPHIA

The old Christian Church of the Holy Wisdom, which fell into the hands of the Turks in 1453, and has since that time been a Mohammedan Mosque. The minarets are Moslem additions.

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In 1453 the Turks changed it into a mosque, surrounded it with minarets, whitewashed the mosaics and turned all the altars crossways so that they would face towards the east. All the rugs are also diagonally across the rooms, for the "faithful" must always kneel towards the east. Travelers are still shown the bloody imprint of the hand of Mohammed II., when he struck the wall on the day that Constantinople was taken and dedicated the church that had been called "the earthly home of the glory of God" to be a mosque.

The interior lines of the new Catholic cathedral in St. Louis are modeled directly after those of St. Sophia, and the decorations as planned will be in the Byzantine style.

### FAMOUS GALATA BRIDGE.

The bridge of Galata is the place of places in which to study the strange, complex, cosmopolitan life of Constantinople. It is a long bridge over the Golden Horn and it connects Galata and Stamboul, Europe and Asia, Christian and Mohammedian.

Over it from early morning until late evening pours a stream of people, exhibiting a variety of racial differences which no other spot in the world can equal. In this stream are howling dervishes, Roman Catholic priests, English merchants, richly-turbaned Arabs, tattooed Nubians from the Upper Nile, Jews with long yellow coats, Persians decked out with cheap jewelry, and Americans with wondering eyes and amazed expressions.

The lecturer Stoddard says: "Pick up a hand-bill dropped on this bridge by a passer-by and you will find

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INTERIOR ST. SOPHIA MOSQUE

This is the only photograph ever taken inside a Mohammedan place of worship. Shows Mohammedans at their noon prayer. The dome of the Mosque is supported by four arches which in turn are supported by 107 gigantic and beautiful pillars of green marble and red porphyry, with capitals in the Byzantine style. It is believed that in the vaults under the church there lie superb treasures of classical art thrown there by Ottomans when they conquered Constantinople.

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it always written in five or six different languages. As many more strange tongues may possibly be overheard by one walking from Stamboul to Galata. At intervals on either side of this thoroughfare are human beings that resemble animated rag bags or human scarecrows. They are beggars who speak not, but their language is understood by all, for it is the language of distress."

### THE MOSQUES OF CONSTANTINOPLE

There are four hundred and eighty-one mosques in Constantinople. All are modeled more or less after the Church or Mosque of St. Sophia, adorned with minarets and encircled by balconies on which, five times a day, as punctually as an electric clock, a muezzin, or caller to prayer, stands and chants, "God is great—There is but one God—Mohammed is the prophet of God—Prayer is better than sleep—Come to prayer."

### THE TOWER OF GALATA.

The Tower of Galata, on the northern side of the Golden Horn, is visible from every part of the city. It was originally a defense tower for that part of the city and was topped with a cross. It now has a tapering cone on its apex. There are also small watch-towers from which watchmen look day and night with telescopes to catch any indication of fire, which has been the curse of Constantinople and has caused it to be practically rebuilt thirty times since the death of Constantine. The palaces of the Sultans have various times been wiped away by these conflagrations.

### "CANINE BROOMS."

The dogs of Constantinople are as numerous as they are renowned. They give at times the streets of the city the appearance of an immense

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kennel. They are of a peculiar breed, being half wolf, half fox, and when they lie about in the street men step carefully over them and horses turn aside. They do not bite men and hydrophobia is unknown there. Their principal use is as scavengers, and they have been called "the canine brooms of the street."



A TURKISH BARBER SHOP

"I have seen the ruins of Athens, of Ephesus and Delphi; I have traversed a great part of Turkey and many other parts of Europe, and some of Asia; but I have never beheld a work of art or nature which yielded an impression like the prospect on each side, from the Seven Towers to the end of the Golden Horn."

LORD BYRON.

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### A ST. LOUISAN'S EXPERIENCE IN CONSTANTINOPLE.

**A** MANUFACTURER of St. Louis visited Turkey and Constantinople some years ago. He was traveling with his sister, and neither of them went that far from home to keep their eyes shut. This gentleman has kindly given *The Gimlet* his impressions and experiences in this city, where the east, for two thousand five hundred years, has shaken hands with the west, and where, for the last hundred years at any rate, the past has walked arm in arm with the present.

"We sailed from Athens," he writes, "and approached Constantinople through the Sea of Marmora, landing in the gray light of an early dawn, which made the men around us on the wharf seem like large shadows with the power of speech. Our troubles commenced quickly, and, if they had kept up in the manner in which they started, we would not have had a more successful trip than the salesman, who goes out of his way to "make" a town and then is too ill to leave the hotel.

"There was a professor of Greek from a small Kentucky college on our ship, who, in order to save money, did not get a Cook's guide to attend to his baggage and passports at the landing, but tried to arrange it himself by speaking ancient Greek to the officials. His words might have won over an Athenian Senate or the Spartan Ephors, but they only first confused and then angered the Turkish custom tyrants.

"As a result they grew ugly, found some mistakes in all of the American passports, and, sending for their 'hurry-up wagon,' which

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A TYPICAL SCENE  
In front of a Turkish cafe.

seemed to me then to faintly resemble a sea-going hack, hurried us all to jail. There we watched our first Byzantine sunrise and chatted, through our interpreter of course, with what I suppose was the Night Chief of Police. He was very pleasant, provided us with coffee and cigarettes, and told my sister not to worry. The jail, however, was an awe-inspiring place in which to stay. There were everywhere stern men, firearms, and even medieval instruments of torture. In the morning we communicated with the American Consul, and, after paying a fine of about

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\$10.00 apiece, we were freed. Had I known then, what I afterwards learned about Turkish customs, I would have subscribed on the wharf about half of that sum to some Constantinople charity and requested the passport inspectors to do the collecting.

### THIN VEILS FOR PRETTY WOMEN.

"About the time that I got used to the fact that the women were all veiled, I noticed that they were showing also distinct signs of progress and 'new thought.' The better looking the women, the thinner their veils. I would advise suffrage advocates to take this as a wholesome omen and start some agitation in Constantinople.

"The first time I saw the Sultan he was going to some mosque to say his prayers, and he was accompanied by six of his wives. A man standing near me on the street, who, although he spoke English, seemed to know a lot about Constantinople, told me that it was well understood throughout the Sultan's empire that no woman need apply for the honor of being his wife unless she weighed at least 160 pounds.

"The Sultan at that time was Abdul Hamid, and he was pathetically afraid of dynamite. The story is told that interests opposed to the granting to an English syndicate the franchise of putting up an electric light plant had for years used the similarity of the English words, dynamite and dynamo in persuading the Sultan against the plan. Before he passed me that day an advance guard inspected a camera that I had, fearing that it might be a bomb.

*"DIAMOND EDGE IS A QUALITY PLEDGE"*



A STREET SCENE IN CONSTANTINOPLE

Showing a Veiled Woman in the Foreground, also a Turkish Pasha

NOT A FREE BRIDGE.

"Pera is a sort of eastern Paris, but Stamboul strikes one as being five hundred years behind the times. The streets are as crooked as a snake coiled to strike, and they have no names or numbers. There are no street cars or telephones there, and one must either get a guide or wander as in a labyrinth. Here live all the faithful Mussulman, and they look upon Pera as the city of the unbeliever.

"Strangely enough, however, the Sultan lives in Pera. Every Friday he goes to the Mosque of St. Sophia to say his prayers. On this occasion he is accompanied by twenty thousand troops, who march before him over the

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet

famous Galata Bridge, and always this event is a striking example of the graft that runs riot in this city. This bridge belongs to an English syndicate, and every Friday each one of these twenty thousand troops pays five cents to cross the Galata Bridge. After watching this once, I readily understood how the Sultan's chief eunuch was worth a million dollars.

### BUYER, BEWARE

"In business the whole idea seems to be, do the buyer. In almost every article there is one price that merchants want and one price that they will take. My sister and I wanted a certain rug that we saw in one of the bazaars. At the end of two weeks we had bought it, and the price had changed from \$500.00 to \$90.00. The best plan to follow in shopping is to get a guide at a fixed price, and, if you believe him honest, follow his advance advice on the prices.

"One of the most interesting experiences I had while in Constantinople was a real Turkish bath. I could not speak a word of the barbarous jargon of my bathers, and they first nearly scalded me to death and then nearly pulled me to pieces, in the end dragging me to a room where I saw two men having their head shaved clean, except for a little tuft of hair for the angel of death to waft them heavenward when they died. I could not speak the language of my captors, but I tried to make it plain by signs that, if they shaved my head, they and the angel of death would become acquainted. I succeeded in this pantomime, and was given some coffee instead of a shave. Then I fell asleep, and, when I awoke, I acknowledged to myself that my feelings compensated me for my scalding and rough treatment. My brain was clear, my body full of energy and strength.

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

"On the whole, I took away from Constantinople a deeper knowledge of eastern life than I had ever thought I would possess, but this knowledge only made me realize more clearly what this country wants to avoid in politics and business. American honesty and American energy would do Constantinople a world of good, and would have made it far more difficult for any foe to have shaken the foundations of Turkish authority."

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A MARKET DAY IN SOFIA

Bulgarian Peasants

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

**KING OF DIAMONDS FOR 1912.**

**M**R. MONT. B. FAIRFIELD, of Carthage, Mo., is the King of Diamonds for 1912, and will preside as president of the Diamond Club in 1913. This means that he made the best sales record in 1912 of any salesman connected with the **DIAMOND EDGE** emporium. We congratulate Mr. Fairfield, and we also congratulate the State of Missouri—our home State—on winning this honor.

At a banquet held recently at the Mercantile Club, in St. Louis, Mr. Fairfield was crowned King of Diamonds, with appropriate ceremonies. The president of the company, Mr. R. W. Shapleigh, presented Mr. Fairfield with his insignia of office—a large solitaire diamond stud. Mr. Shapleigh complimented Mr. Fairfield very highly upon his year's work. All the boys present at the banquet hollered, "Speech! Speech!" And so Mr. Fairfield had to make his bow and express his acknowledgments. He did not forget to speak feelingly of his good friends and customers, whose liberal orders had led to his winning the coveted prize.

As I have hauled all the goods sold by Mr. Fairfield during the past year, it is only appropriate that I should add my congratulations, as a teamster, to those of his customers, the officials and directors of the company, the traveling salesmen, and all of the boys and girls in the house who have helped get out his orders, make out his invoices, enter his accounts on the books and collect the money for the goods he sold. All of us, from the president of the company down to the newest office boy, send our greetings and best wishes to "Mont."

Now, just in passing I want to say that I happen to be acquainted with Mrs. Fairfield, and we not only congratulate "Mont," but we send our

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

The Gimlet



MONT. B. FAIRFIELD



THE CROWN



THE BADGE

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## The Gimlet

heartiest congratulations to Mrs. Fairfield, because we know that in no small measure has his success been due to her support and encouragement. While he is out selling goods, Mrs. Fairfield looks after the home. One reason that "Mont" has been a success is because she is such a good manager that he never has to worry about any of his domestic affairs. When he closes the front door of his handsome home in Carthage, and starts out to battle on the road, he knows that everything at home is in good hands. A wife who helps her husband in this manner is, as the Good Book says, "beyond all price." Not only her husband but her children "rise up and call her blessed."

So this teamster extends his congratulations to both Mr. and Mrs. Fairfield, and wishes them many more years of happiness and prosperity.

In closing this little essay about the new King of Diamonds, it may not be out of place to say that the following salesmen of the Norvell-Shapleigh Hardware Co. attained this high honor of King of Diamonds in the order in which their names are mentioned: A. F. Bond, of Missouri; J. W. Brown, of Texas; A. L. Gray, of Texas; Stanley Quisenberry, of Illinois, and Lewis Willis of Florida. And now the crown comes back to Missouri, after having been worn by four kings in different States. According to the rules of this unique organization, after a salesman has once been King of Diamonds, he cannot compete for the honor again.

From what State will come the next King of Diamonds? The field is open to all. May the best man win! Go to it, boys!

*Mike Kinney*

Teamster and Editor

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## The Gimlet



*If you have a hardware stock for sale or exchange.  
If you want to buy or trade for a hardware stock.  
If you are looking for a desirable location to embark in  
the hardware business.  
If you want a partner.  
If you want a clerk or a tinner.  
If you want a position in a retail hardware store.*

*Write THE GIMLET for our Want List.  
It may help you solve your want problem.*

---

When first the Prophet's standard rested on  
The land that once was Greece and still was Rome,  
We deemed that his and our dominion  
Was there as sure as in our eastern home;  
We never thought a single hour to pause  
Until the wide west had owned Mohammed's laws.

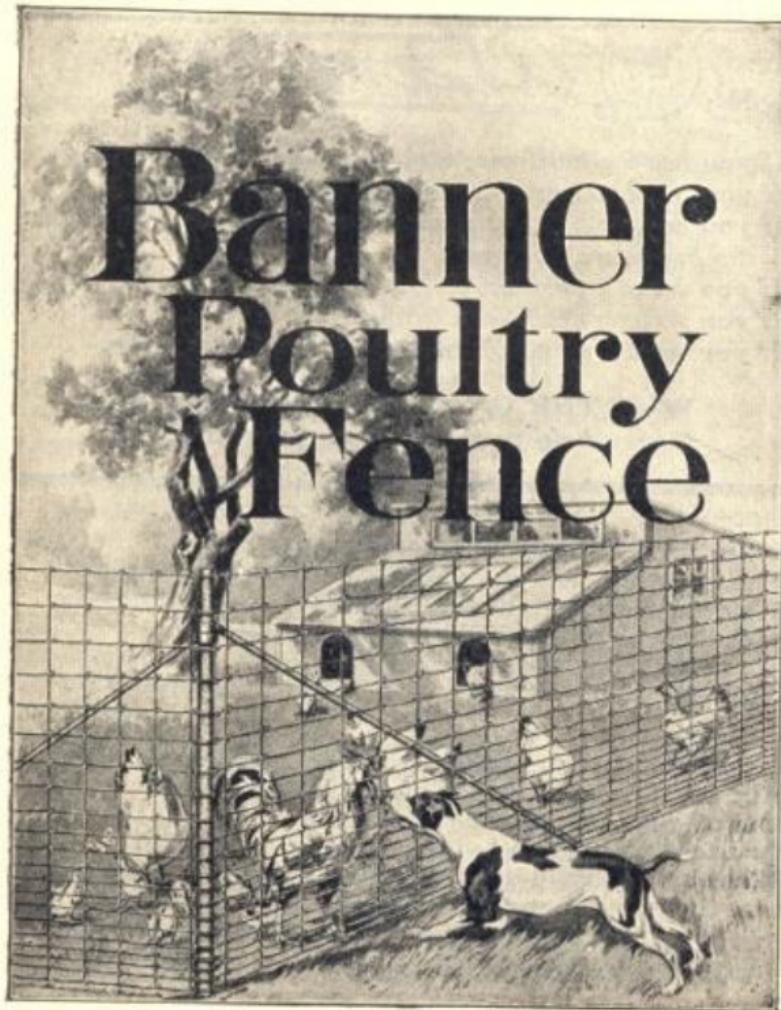
How could we doubt it? To one desert tribe  
The truth revealed by one plain-seeing man  
Cut off the cavil, thundered down the gibe,  
And formed a nation to its lofty plan;  
What barrier could its wave of victory stem?  
Not thy religious walls, Jerusalem!

LORD HOUGHTON.

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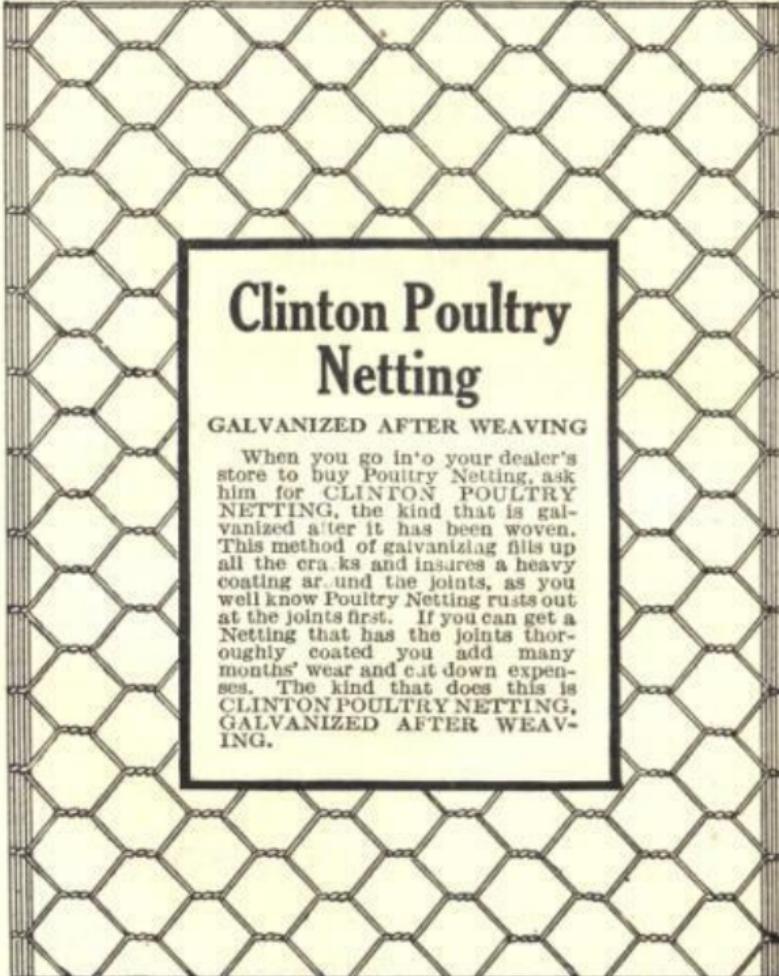
Just to remind you, so you won't forget it,  
SEND US YOUR MAIL ORDERS—you won't regret it.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



We offer exceptional value in this good fence. Substantially made, close mesh, strong, durable, handsome. Well advertised, popular. We will back the DEALER as well as the PURCHASER. Write for our literature and our proposition.

AMERICAN STEEL AND WIRE COMPANY  
72 W. ADAMS STREET, CHICAGO



## Clinton Poultry Netting

### GALVANIZED AFTER WEAVING

When you go in' o' your dealer's store to buy Poultry Netting, ask him for CLINTON POULTRY NETTING, the kind that is galvanized after it has been woven. This method of galvanizing fills up all the cracks and insures a heavy coating around the joints, as you well know Poultry Netting rusts out at the joints first. If you can get a Netting that has the joints thoroughly coated you add many months' wear and cut down expenses. The kind that does this is CLINTON POULTRY NETTING, GALVANIZED AFTER WEAVING.

# Clinton Wire Cloth Co.

Clinton, Mass.

Boston      New York      Chicago      San Francisco

**Have You Received  
Your Copy of the Supplement  
to Our Catalog?**

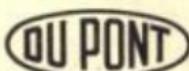
It contains complete information regarding numerous additions to the various lines of goods we make.

The 1911 edition of our catalog still remains in force, and, together with this Supplement, illustrate and describe the finest and most efficient and greatest lines of Saws, Tools and Files manufactured.

**HENRY DISSTON & SONS**

**Incorporated**

**KEystone SAW, TOOL, STEEL AND FILE WORKS,  
PHILADELPHIA, PA.**



## **Smokeless Powders**

**Noted For Their Reliability and  
Uniform Quality**

When ordering shot shells, tell your jobber you want them loaded with either Dupont, Ballistite or Schultze powders which are

**Widely Advertised and Quick  
Sellers**

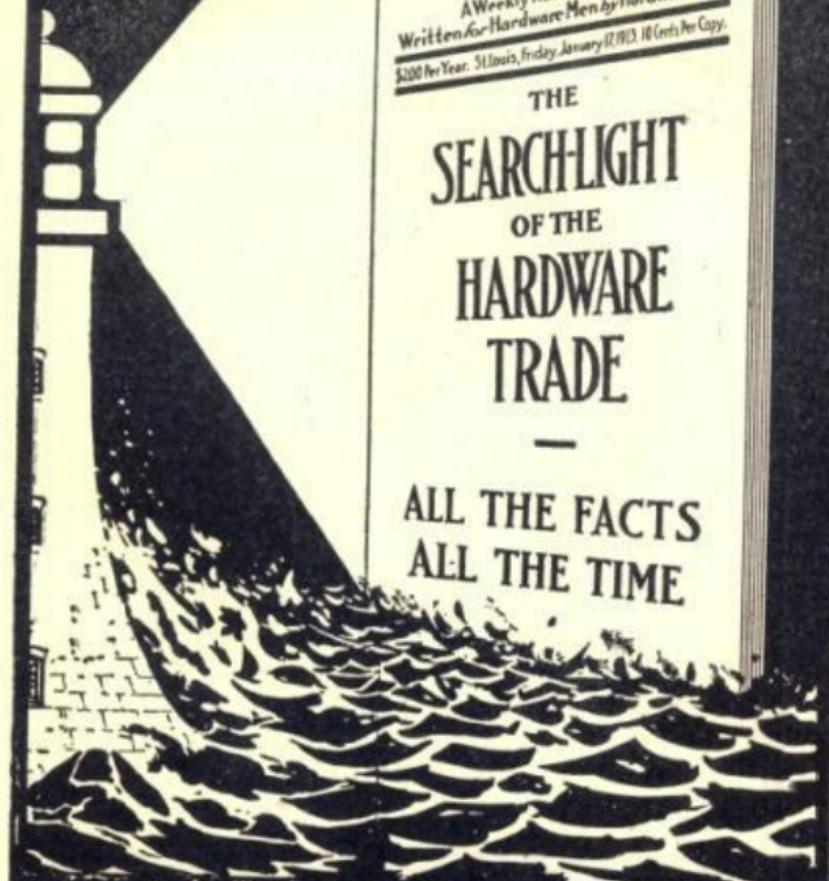
Dupont Smokeless Powders are demanded by trap and field shooters who realize the importance of velocity, penetration and pattern when game or trap shooting.

For booklets, hangers and gun club promotion plans, address Dept. 13.

**E. I. du Pont de Nemours Powder Co.**  
America's Pioneer Powder Makers  
**Wilmington Del.**

The Gimlet

**\$2.00 PER YEAR  
\$1.00 SIX MONTHS  
50¢ 3 MONTHS  
TRY IT!**

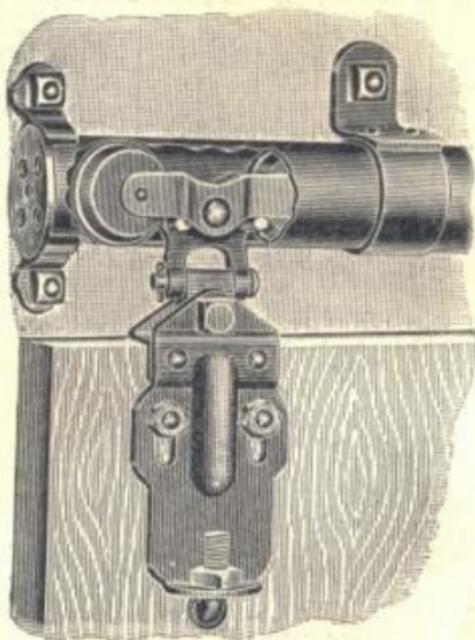


# The Hardware Reporter

A Weekly Hardware Paper  
Written for Hardware Men by Hardware Men  
\$2.00 Per Year. St. Louis, Friday January 17, 1913. 10 Cents Per Copy.

## THE SEARCH-LIGHT OF THE HARDWARE TRADE

—  
ALL THE FACTS  
ALL THE TIME



## CANNON BALL BARN DOOR HANGER

BIRDPROOF—ICEPROOF—WATERPROOF

Use the famous Cannon Ball (440) Hanger for your barn door and be free from the bother and nuisance of birds' nests, ice or snow. Because of its perfect construction it never fails to run smoothly and easily at the slightest touch, and absolutely cannot clog. Is frictionless and noiseless, has long roller bearings, special steel ball tandem wheels and wide tread. Hanger can be adjusted so door can set near or far from building, and raised or lowered as desired. Very simple to erect.

Cannon Ball Door Hangers are on sale by the best dealer in your town, and priced reasonably. See them—examine them—you cannot help being convinced. They are the best ever constructed.

Manufactured by  
**Hunt, Helm, Ferris & Co.**  
5751 Hunt St., Harvard, Ill.

## The Gimlet

See  
the  
V



### *The TRAPPER'S TEST*

A reliable trap is as important to the Trapper as a good gun to the Hunter — for the loss of a few furs equals the cost of a whole season's traps.

### **VICTOR TRAPS**

meet every test — are warranted — See  
the perfect — sure to go, sure to hold. V

ONEIDA COMMUNITY, LTD.  
ONEIDA, N.Y.





REG. U.S.  
PAT. OFF.

The MARK  
of the  
MAKER  
guarantees  
the tool.

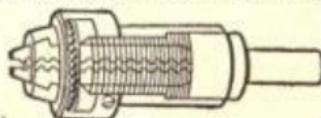
## The P. S. & W. Samson Brace



### The Strongest Gripping Brace Made

**B**ECAUSE it has the famous "Samson Big Chuck," with steel ball-bearings, steel sleeve and alligator jaw.

The Samson Brace has many other points of great superiority that appeal to every man who uses a brace. Ask your dealer to show you this brace, as well as P. S. & W. Guaranteed Augur Bits, Chisels, Gouges, Pliers and many other highest-grade Hand Tools.



### The Peck, Stow & Wilcox Company

MFRS. of the Largest Line of Mechanics'  
Hand Tools Offered by Any Maker.

Southington, Conn.

New York, N. Y.

Cleveland, Ohio

Address Correspondence 35 Murray St., New York City

**Shelby Chief Double Action  
Door Check and Floor Hinge**

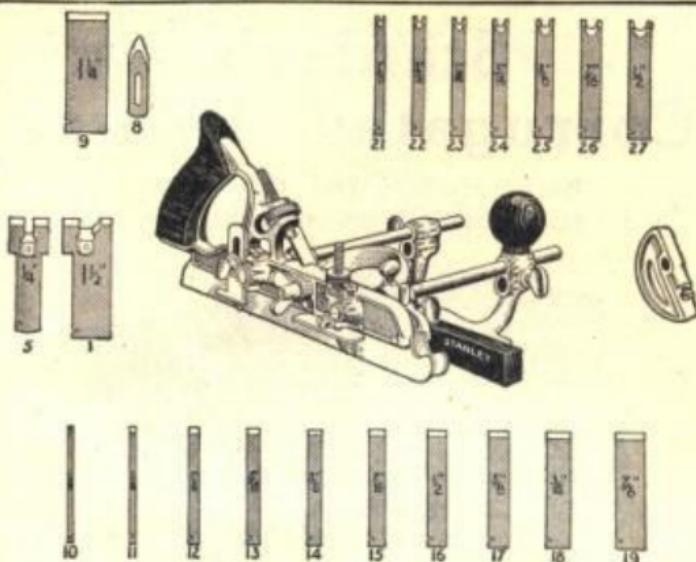
**For Double Action Doors**

**The Check** controls the speed of the door, bringing it noiselessly to a **dead stop** at center without jar or strain. No flip-flapping back and forward as on doors when this check is not applied.

**The Floor Hinge** is the simplest and easiest applied Floor Hinge on the market. All working parts above the floor. No holes to cut—can be applied by any one in a very short space of time. The tension spring can be regulated at any time after the door has been hung, thus enabling one to adjust the swing of the door as desired. Can be applied on either wood or cement floors.

**THE SHELBY SPRING HINGE CO.**

**SHELBY, OHIO**



# Stanley "Forty-Five"

---

## Seven Tools in One

1.—Beading and Centre Beading Plane. 2.—Rabbet and Fillet-  
ster Plane. 3.—Dado Plane. 4.—Plow Plane. 5.—Matching  
Plane. 6.—Sash Plane. 7.—Superior Slitting Plane.

With each Plane are furnished  
twenty-one cutters, all of  
which are shown in the cut.

The Plane, together with the 21 cutters,  
is packed in a neat metal box.

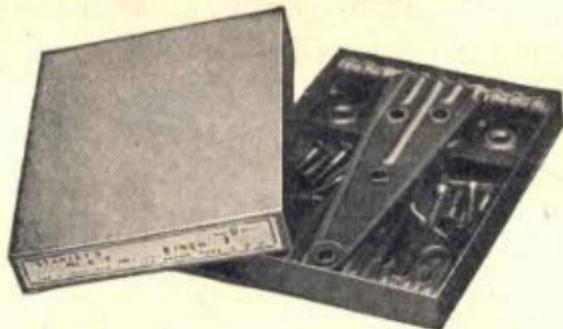
Send for Catalogue No. 34G, containing complete description.

— A D D R E S S —

**Stanley Rule & Level Co.**  
NEW BRITAIN, CONN. U.S.A.

## Stanley's Corrugated Hinges

Each pair in a box with Screws  
ready for the Barn or Cellar Door



No more hunting for screws to fit your hinges, they are right there in the box,—screws of just the right size and length to hold the hinges on the door and keep them there.

It saves time to buy a pair of Stanley's hinges in a box, and it will save buying a new pair of hinges in a year or so, to buy

### Stanley's Corrugated Hinges

They are stronger, correspondingly lighter and better looking than ordinary strap and T hinges.

Write for Circular "G"

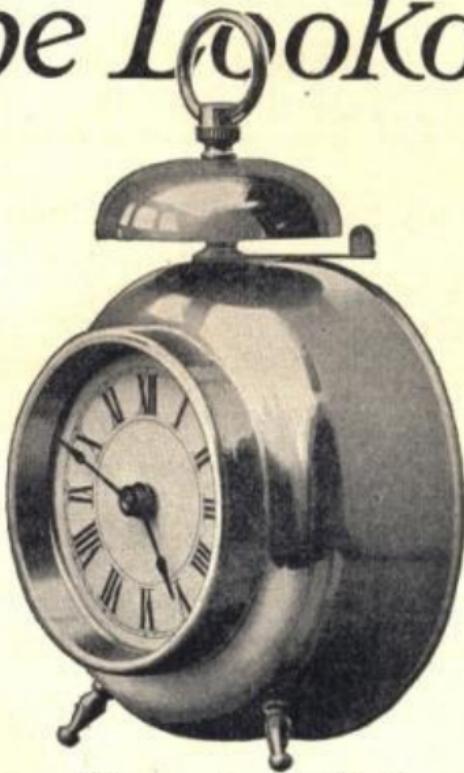
# The Stanley Works

New York

New Britain, Conn.

Chicago

# The Lookout



*"It rings for a dollar."*

**T**HREE are now 1,500 Lookouts made and sold every day in the year, which means some registers are ringing \$1,500 daily into their cash drawers.

Quality, looks, and style—the Lookout has everything in its favor the dollar alarm always lacks.

It's made by the *Westclox*

people, of La Salle, Illinois, designers of Big Ben, which means that it's *made to run* and that it's *made to sell*.

Every Lookout comes packed in an attractive box—one dozen in display carton with eye catching show cards and colored posters. On an order for twenty-four or more we print your ad on dials

## BUILDER'S TOOLS

THE HOUSE BUILDER  
MUST HAVE A SAW, HAMMER,  
PLANE, CHISEL AND OTHER  
SUCH TOOLS FOR THE ACCOM-  
PLISHMENT OF HIS WORK.

THE TRADE BUILDER  
MUST HAVE OFFICE FURNI-  
TURE, STATIONERY, PRICE  
LISTS, CATALOGUES, BOOKLETS,  
SHOW CARDS OR OTHER  
PRINTED OR LITHOGRAPHED  
ADVERTISEMENTS TO INCREASE  
HIS BUSINESS.

**C** WE CAN NOT HELP THE  
HOUSE BUILDER, BUT WE ARE IN  
POSITION TO FURNISH EVERY-  
THING THE TRADE BUILDER  
NEEDS. WRITE TO US FOR  
SAMPLES AND PRICES.

WE WILL MAKE SUGGESTIONS FOR  
AN ADVERTISING CAMPAIGN.

**WOODWARD & TIERNAN**  
**PRINTING COMPANY**  
**ST. LOUIS U.S.A.**



**W**HAT the Turks are getting has been coming to them a long time. All nations, all communities, all institutions, all individuals finally get theirs.

It does not always come just when or in the way it is expected—but it comes.

Queer, isn't it, but the nations and individuals that indulge overly in coffee, cigarettes and hair pins don't seem to have good staying powers in the final test.

Original—thot out by

*Mike Kinney*

Teamster and Editor.



*Dick Hels*

# A BULL-GARIAN RED FEZ MARATHON

